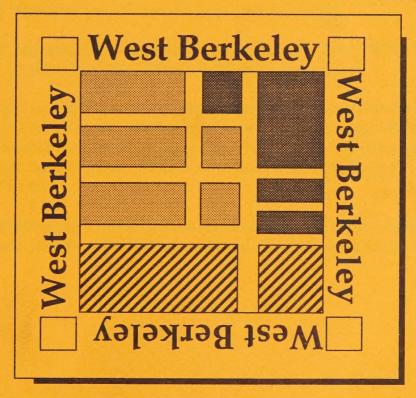
Preliminary West Berkeley Area Plan Working Draft

INSTITUTE OF GOVERNMENTAL STUDIES LIBRARY

MAR 1 8 1991

UNIVERSITY OF CALIFORNIA



December 18, 1989



91 00598

Preliminary West Berkeley Area Plan December 18, 1989

This document contains three major reports which together make up the working draft of a Comprehensive Plan for West Berkeley. The three reports are:

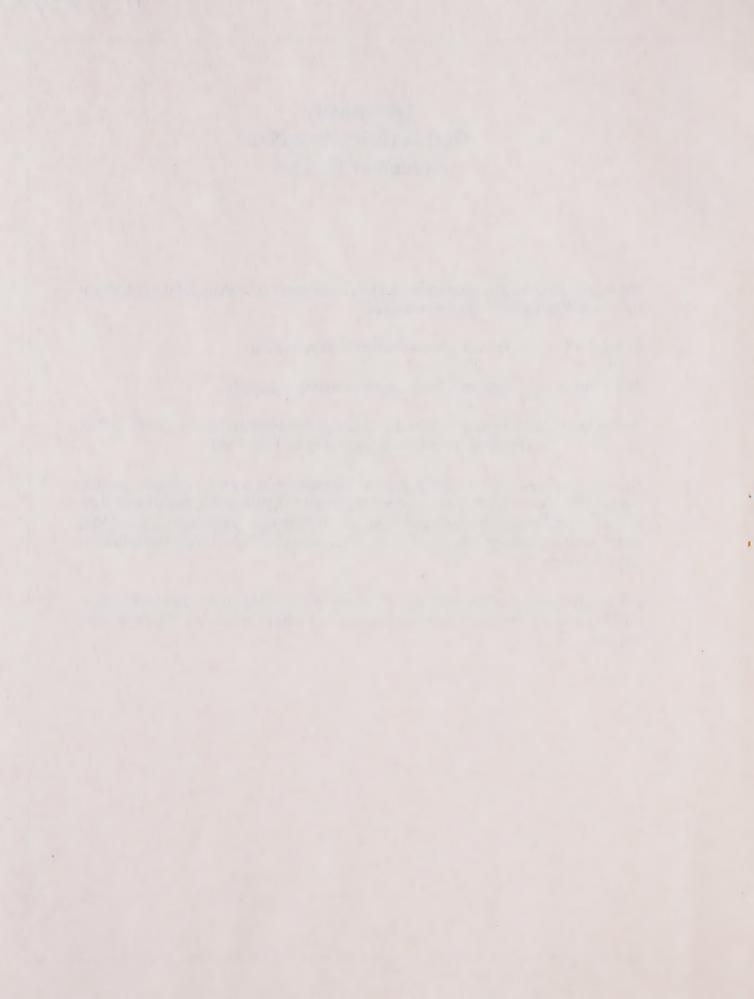
Report No. 1: An Issues Profile of the Seven West Berkeley Subareas.

Report No. 2: Preliminary Goals, Policies, and Implementation Strategies.

Report No. 3: Alternative Growth Scenarios - A look at the Implications of New Growth in West Berkeley under Three Different Approaches to Development.

The West Berkeley Area Plan is a work in progress. This particular document is intended for presentation to the West Berkeley Area Plan Committee at its December 18, 1989 meeting, and will serve as the basis for Committee discussion in the coming months. The committee is an advisory group of West Berkeley citizens, business people, and others, which advises the City's Planning Commission on preparation of the Plan.

Inquiries about the Plan and the planning process may be directed to Matt Tomas, Associate Planner, or Gil Kelley, Planning Director, at 644-6490, or by visiting the Planning Department at 2180 Milvia Street, 2nd Floor.



What's in These Three Reports?

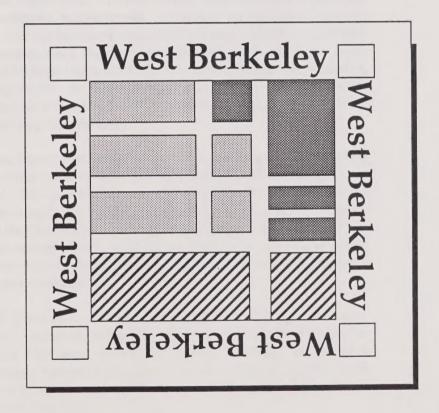
Report Number I spells out the purpose for creating a West Berkeley Plan and the area and nature of things to be covered. It explains important facts, trends, and conditions in West Berkeley about the people, the economy, how the land and buildings are used and what the traffic and transportation conditions are. It sets out critical questions to be answered in the process of creating the Plan, and it describes particular issues relating to seven neighborhoods or "subareas" in West Berkeley. The report was prepared in May, 1988.

Report Number 2 sets forth the preliminary goals, polices and strategies for dealing with the issues and questions raised in the first report. These goals and policies evolved from discussions and deliberations by the West Berkeley Area Plan Committee. This report was prepared in October,1988. The report indicates which policies and strategies received Committee consensus, which one didn't, and where more information is needed to refine a policy or achieve consensus. The report also indicates specific issues which will take place once the draft Plan is completed.

Report Number 3 test out the preliminary goals, policies and strategies by laying out three possible ways West Berkeley could change over the next 15 years. These three different futures all fit, more or less, within the preliminary policy framework but do very different things for employment, public revenues, physical development, environmental quality, traffic, housing demand, and so forth. This report was prepared in December, 1989 and is meant to serve as the basis for Committee discussions about how to adjust and refine the preliminary policies and strategies.

Seming in a world a last of a buston

Report Number 1: An Issues Profile of the Seven West Berkeley Subareas



May 1988

Revised per Committee Review of May 16, 1988

An Issues Profile of the Seven
West Berkeley Subasses



SHIPE VALUE

the party of the children is the office of the party of

Report Number 1 Area Plan Working Draft May 16, 1988

This document is part of a working draft of the proposed West Berkeley Area Plan. The Plan, when adopted by the City Council, will become part of the City's General Plan, and will guide the physical and economic growth in West Berkeley for the next fifteen years.

This report (No. 1 in this series) documents the significant conditions, recent trends, and emerging planning issues in each of the seven subareas which make up the West Berkeley Planning Area. Future reports will include Preliminary Goals and Policies (Report No. 2), and Alternate Growth Scenarios (Report No. 3). These three documents will be used as the basis for preparing the final Draft Plan for presentation to the Planning Commission.

This report was prepared by the staff of the City's Planning Division for review by the West Berkeley Area Plan Committee. The Committee is group of citizens which advises the Planning Commission on preparation of the Plan. Comments by the Committee in May of 1988 have been incorporated into this revised draft. This report does not contain final policy recommendations, nor has the Committee endorsed specific policy language.

All Committee meetings are open to the public and your participation is welcome. For more information about the Area Plan process and Committee meetings phone Matt Tomas, Associate Planner at 644-6490 during regular business hours, or stop by the Planning Department, 2180 Milvia Street, 2nd floor.

Digitized by the Internet Archive in 2025 with funding from State of California and California State Library

Report Number 1: An Issues Profile of the Seven West Berkeley Subareas May 16, 1988

Table of Contents

ı.	Introduction
	Why an Area Plan for West Berkeley?1
	Critical Issues to be Addressed by the Plan3
	The Approach Used to Develop the Plan3
11.	Summary of Findings and Issues
	Land Use4
	The Economy6
	Housing and the Need for Public Services8
	Transportation and Traffic9
	Environmental Quality10
111.	Subarea Description and Issues
	The Seven Planning Subareas1
	Summary Description11
	Subarea One - Southwest Mixed Use12
	Subarea Two - Southwest Industrial14
	Subarea Three - Western Industrial10
	Subarea Four - Northern Industrial18
	Subarea Five - Residential Core20
	Subarea Six - Commercial Corridors22
	Subarea Seven - Aquatic Park24
IV.	Appendices
	A. Land Use Summaries by Subarea20
	B. Land Use Categories & Definitions22
	C. Present Zoning District Boundaries29
	D. Zoning District Purposes/Primary Development Standards30
	E. Existing Levels of Service at Selected Intersections
	F. Level of Service Definitions33
	G. Growing, Stable and Declining Industry Sectors34
	H. West Berkeley Industrial Sector Trends35
	I. Annual Pay, Selected Sectors, Oakland Metro Area36
	J. West Berkelev Historic Resources







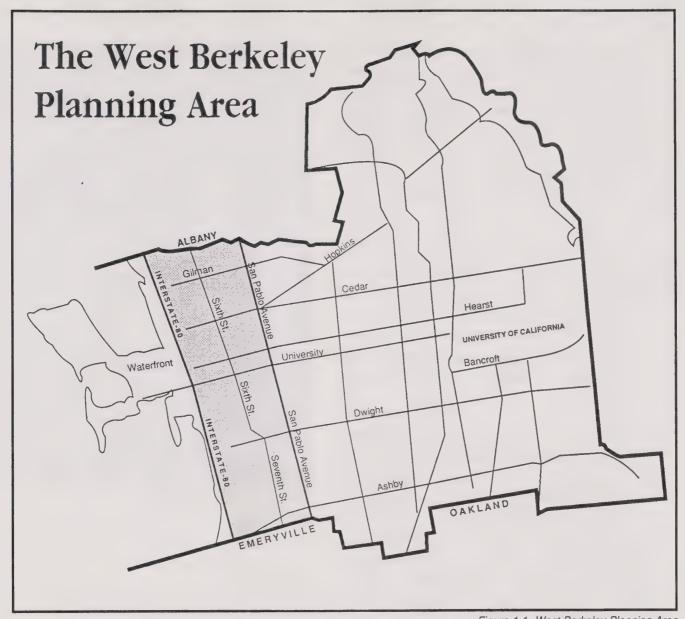


Figure 1-1 West Berkeley Planning Area

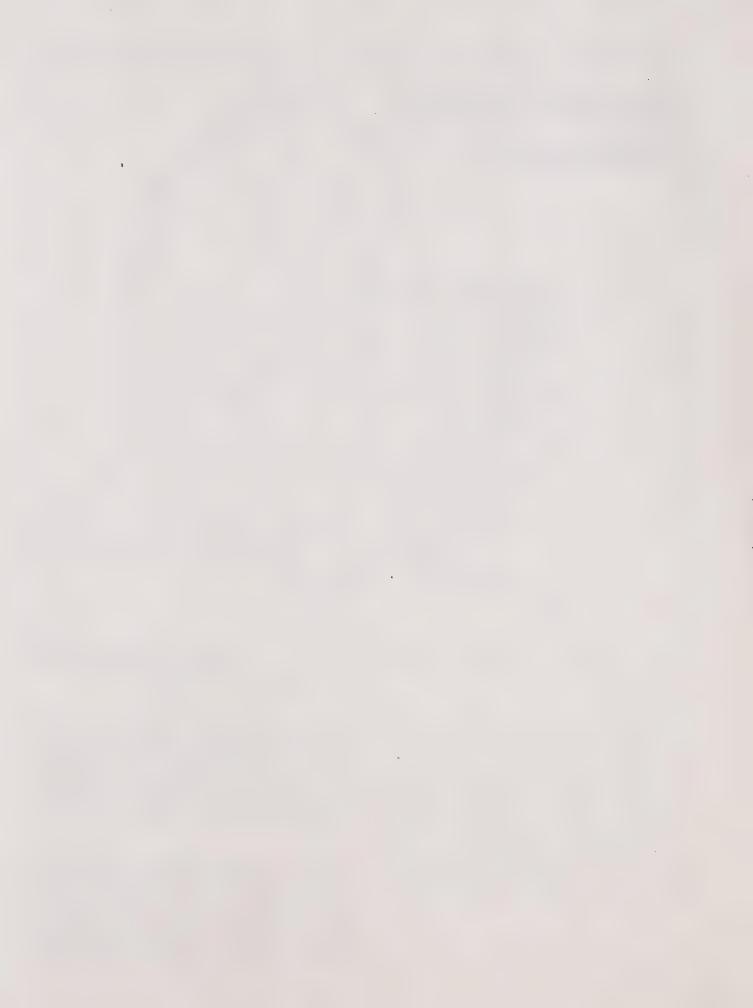
I. Introduction

This report represents the first conprehensive assessment of recent conditions, trends and issues in West Berkeley. It presents the findings of an intensive data collection effort, and identifies where further analyses will be required as the planning effort progresses. It also incorporates issues and ideas identified by the Area Plan Committee, a group of citizens which advises the Planning Commission on preparation of the Plan. This information will be used by the Committee todevelope preliminary goals and policies for futher discussion and testing.

Why an Area Plan for West Berkeley?

The City Council has directed the Planning Commission to prepare a comprehensive plan (Area Plan) for West Berkeley in order to give some policy direction to emerging development trends in this part of the city. The need for an Area Plan can be illustrated by recalling a recent development controversy in West Berkeley.

In early 1985, demolition crews razed a large three-story brick warehouse on the site of the former Durkee Famous Foods plant in the southwest corner of the city (the area that this Plan refers to as the Southwest Industrial Subarea). Other, mostly vacant buildings on the site were also slated for demolition to make



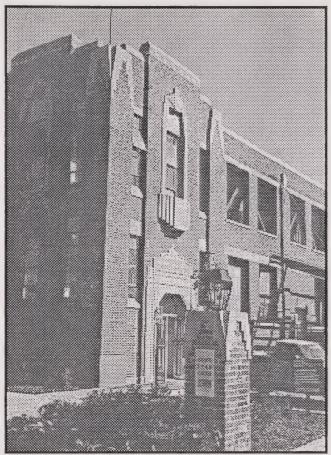


Figure 1.2: The Durkee Project: Renovated Live/Work Building

room for development of an "office park", when a member of the City's Landmark Preservation Commission (also a neighborhood activist) chained himself to the first, partially-demolished building, preventing, at least for a time, further swings of the wrecking ball. This action coalesced a group of historic preservationists, the small business and live/work tenants who occupied one of the structures slated for re-use, and others in the area with a general concern about how future development should occur in West Berkeley.

For his part, the owner/developer of the site was responding to a viable West Berkeley market – providing expansion space for Berkeley firms which begin modestly and often grow dramatically, preferring to remain in Berkeley, if possible. The eventual major tenant of the site was a sizeable "bio-tech" firm, engaged primarily in research and development with the goal of manufacturing the products it develops

Over the course of the following two years, development plans for the site were substantially revised during an intensive process

of public meetings and review. Eventually, the project included, in addition to a substantial amount of office and research and development space, retention of two of the original brick structures and design compatibility for new structures, retention of the existing live/work units and the addition of several new ones at affordable rents, a childcare center, a theater, agreement to pay for needed area traffic improvements, and an agreement to participate in a hiring program designed to promote employment of local residents.

This event did not provide the impetus for preparing this Area Plan; the City Council had already called for preparation of a Plan. Nor does the project or the revision process it went through necessarily represent a prototype recommended by the Plan. However, redevelopment of the Durkee site and the intensive public scrutiny which was focused upon it did crystalize many of the issues and questions which are the reason for preparing this Plan.

The Durkee site controversy forced the community to answer for itself, as best it could at the time, and within the limitations of that particular case, the question of how best to balance the benefits of new investment and employment against the need to not displace vulnerable but still viable businesses and light industries. It also required an answer, within the same limitations, to the question of how to accommodate new development and still preserve environmental quality. What this exercise clearly demonstrated was the need for an area-wide examination of these issues and for formulation of city policies which could provide a unified vision and direction for growth in this part of the City over the next 10 to 15 years.

The West Berkeley Area Plan is intended to provide this vision and direction. It will become an official amendment to the City's General Plan, setting forth new policies for land use, environmental quality, transportation, housing and economic development in West Berkeley.

New zoning and environmental regulations will be developed as a result of the Plan and future City programs in this area will be targeted toward achieving the Plan's policies and priorities.



Critical Issues to be Addressed by the Area Plan

The Area Plan Committee, a group of citizens which advises the Planning Commission on preparation of the Plan, has identified several important issues to be resolved in the process of drafting the Plan. These are summarized by questions listed below and are further elaborated upon in the next two sections of this report. Arriving at answers to these questions will require making use of technical information presented in this report and subsequent analysis. It will also requirelooking for new opportunities and making complex choices between competing policy aims in order to arrive at an effective Plan.

- How can the broad mix of land uses which make West Berkeley such a vital and unique district be retained and enhanced, while assuring compatibility between neighboring uses?
- How can new employment and revenues, which provide a city-wide benefit, be created without displacing existing businesses which are viable but which cannot compete for rents in an office-driven market?
- How can housing and employment opportunities for West Berkeley families (particularly minority and lowincome families) be retained and enhanced?
- How can development and re-use occur while preserving environmental quality, including preservation of historic structures, protection from toxic and seismic hazards, and enhancement of open space.
- What constraint does the area street network's capacity put on new growth, and how can transportation be managed better in the future?
- How can San Pablo Avenue and other retail commercial areas be revitalized to provide for a mix of regional and neighborhood-serving establishments, while simultaneously protecting adjacent residential neighborhoods from traffic, noise, and parking spillover?

The Approach Used to Develop the Plan

Identifying the critical questions noted above in this section provided the guidance needed to conduct the extensive information gathering effort which is summarized by this report. This information is useful for making accurate growth projections and identifying clear policy trade-offs. This information gathering was targeted at understanding the local economy and cataloging critical aspects of the physical environment. In this vein, extensive efforts were made to catalogue all existing land uses, identify economic growth sectors and employment trends, tabulate traffic flows and intersection levels of service, identify cultural and historic resources, identify hazardous waste generators, seismic problems and other environmental hazards, and identify housing and public service needs. The major findings of these efforts are presented in the next section; more detailed information is presented in the technical appendices.

Because West Berkeley is a large and diverse area, much of this information is best understood in the context of the seven smaller subareas within the study area. These subareas have been created to recognize functional or scale distinctions between different areas of West Berkeley. For example, some areas are almost purely residential while others are dominated by heavy industry. Understanding current conditions, issues and trends at this subarea level is critical to arriving at specific, meaningful policies and programs. Therefore, the next section of this report presents these subareas to the reader, as well as presenting the more general area-wide findings.

For each specific issue raised in this report, a specific policy and set of implementation measures will be identified in the subsequent report, "Preliminary Goals, Policies and Implementation Strategies." These wiil be organized by topical element (econcomic development, housing, open space, etc.), beginning with area-wide policies and then listing policies specific to individual subareas. The particlular approach of this Area Plan is to avoid over generalized policies, and instead, focus on specific strategic approaches which are meant to realize the social and physical objectives of the plan. Implementation of this plan will rely on a twin approach of adopting new land use and environmental regulations and proactive City efforts.



II. Summary of Findings and Issues

As noted in the Introduction, much of this document is devoted to a close examination of each of the seven subareas in West Berkeley. However, there are certain broad facts and findings that apply throughout West Berkeley and help put these subarea discussions in perspective. These are presented here and are organized topically. Some of the most salient facts about existing conditions and trends in West Berkeley are summarized in the tables and charts shown on the following page, under the heading "West Berkeley Facts."

Land Use

Most of the built environment in West Berkeley reflects its industrial history dating back to the time when the community was known as Oceanview. During that time in the 18th century, many different types of activities coexisted, a pattern of uses which continues to this day.

The total land area of West Berkeley is 1130 acres. About thirty percent of this is street or railroad right-of-way, leaving about 750

net buildable acres. Because buildings frequently occupy less than the full lot on which they sit, or are often more than one story, a more meaningful representation of total present development is total developed floor area. The existing built floor area in West Berkeley is about 9.3 million square feet.

The land use graph (pie chart) on the next page shows what portion of this total is accounted for by each of several land use categories. As shown, light industrial, heavy industrial, and warehouse together account for about 80% of the total existing development (built floor area) in West Berkeley. The second land use graph (bar graph) shows the development trends over a recent five-year period (1981-1986). This graph shows that office and retail uses are clearly out-pacing other types of land uses.

The trends graph also shows that new development occurred in two ways: new construction (new buildings and additions), and conversions of existing buildings to other uses. During the period surveyed, about 550,000 square feet of total new or converted floor area was added on the average. This represents a growth rate of about 110,000 feet per year of new or converted floor area. If this

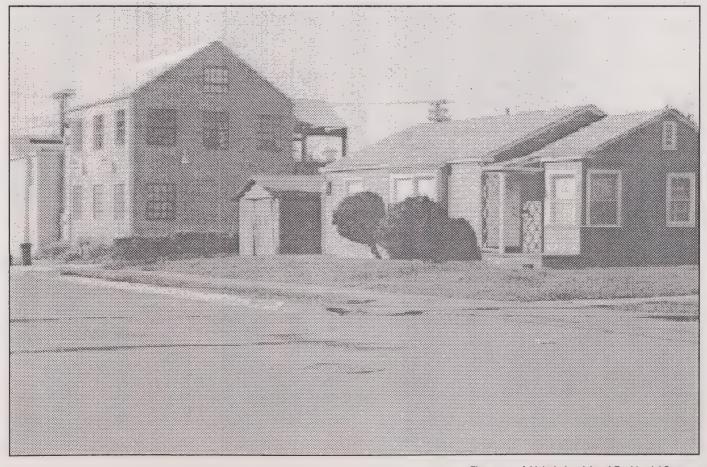


Figure 1.4- A Light Industrial and Residential Structure



West Berkeley Residents

Resident Population

6185

Racial composition

Black - 50% White - 30%

Hispanic - 10% Asian 7% Other - 3%

Average Household Size

Home ownership

2.4 persons 36% - Owner / 64% - Renter

Based on 1980 Census

The Economy

Total Jobs

Revenues/Gross Receipts
Major Industry Sectors
(percent of total jobs)

Size of Businesses

(no. employees/% tot. jobs)

11,300 (29% of City Total)

\$584 million (32% of City Total)
Manufacturing - 41%. Retail - 21%

Services - 21%

1-10:30%, 11-99:42%, 100+: 28%

Based on 1986 Business License data

Traffic & Transportation

Intersections at LOS "D" or worse:

Ashby/San Pablo Ashby/7th

D

San Pablo/Gilman

San Pablo/Univiversity D/E

I-80/University
I-80/Gilman

D/E E/F

C/D

Based on 1986 traffic counts

"LOS" means
Level of Service

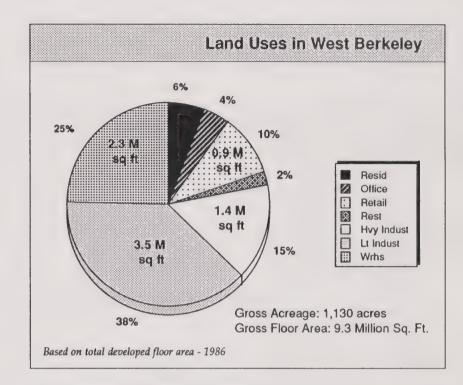
 "D" means a delay of 1 red light

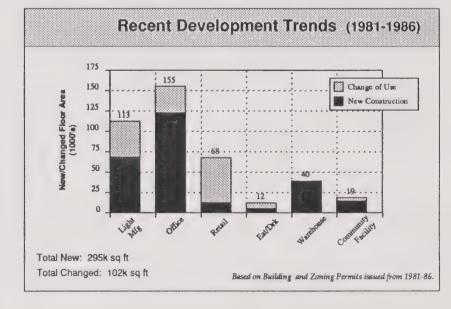
 "E" means a delay of more than 1 red light

 "F" represents oversaturation

Percent of Daily Work Trips by Other than Single Occupant Vehicles
West Berkeley: 32%
City-wide: 46%

Based on 1986 employee survey. Trips are journey-to-work trips for West Berkeley workers. Non-SOV trips include ride-sharing, transit, bicycles, and walking.





G

٠			

growth rate were to continue for the next fifteen years, a total of about 1.6 million new square feet of development would be added to the existing level. This would be an increase of about 18% over the existing level of development. Because the converted floor area is almost always a change of use from warehouse or industrial (low intensity use) to higher intensity uses like office and retail, these conversions have growth implications that are similar to new construction (in terms of employment and revenue generation, traffic, increased demands for housing and public services, etc.), and has therefore been included in these figures.

The trends graph shows that as much new development was created by converting existing space (usually industrial or warehouse space), as by construction of new buildings. Because relatively little industrial and warehouse space is being added, industrial uses are being displaced over time by office and retail uses. In some cases, this may be attributed to closures of plants, which reflect larger economic trends or corporate decisions to relocate or consolidate facilities. In other cases, it reflects actual displacement of businesses which would otherwise remain were it not for an inability to pay rents which can be gotten for office, research and development, or retail uses. Arts and crafts uses have generally increased in the area in recent years. However, the uses are also vulnerable to market trends which increase building values and rents.

The pattern of uses in West Berkeley is very mixed. Although the large industrial plants are concentrated within three blocks of the freeway, and the area referred to in this plan as the Residential Core (Subarea 5) is almost exclusively residential, the majority of the study area is comprised of an extremely varied mix of uses and building scales in close proximity. For example, one block may contain single family houses, a small scale manufacturing operation, an auto repair facility, a crafts studio, and a small office building. This happens nowhere else in Berkeley.

However, as conversions and new development occurs, the mix begins to change. A major question which the Plan must address is whether or not to regulate the mix in some way. One obvious way is to create new, smaller zoning districts, each allowing and prohibiting different kinds of uses. An alternative method would be to continue th have one large, generally permisive zoning district but to enact controls which would protect certain uses and cap others. In either case, it will also be im portant to arrive at

standards which ensure environmental quality and relative compatibility amongst the various uses.

The Economy

West Berkeley is a major contributor to the local economy. As shown in the table on the preceding page, nearly one third of all employment and revenues (gross business receipts) in the City come from businesses in West Berkeley. Manufacturing is by far the largest sector in terms of both employment and revenues (over 40% of the total). This is followed by the retail and services (generally office) sectors. The West Berkeley economy is also characterized by a substantial spread in the size of business. About 30% of the area's total employment comes from small businesses (businesses with 10 employees or fewer); about the same amount (28%) comes from large employers (100 employees of more). The remainder of the area's jobs (42%) comes from medium-sized businesses (11-99 employees).

These figures describe the West Berkeley economy only at one moment in time, but the picture is changing. Shifts within the economy are occuring which have important implications for who is employed, what public revenues and costs are generated, what types of buildings are being constructed, what particular economic sectors are expanding in West Berkeley, what the need for physical improvements are, and so on.

A comparison of business license data between 1983 and 1986 indicates which industry sectors are growing and which are declining. This data shows that the number of businesses in the manufacturing sector declined by 5% during this period, while the number of businesses in the retail and services sectors grew by 6% each.

Within these major economy sectors, important shifts have also occurred. For example, although manufacturing as a whole has declined, there has been growth in certain kinds of manufacturing, most notably "high-tech" electronics assembly and "bio-tech" production. On the other hand, manufacture of non-electronic machinery has declined substantially. Within the service sector, business services, such as printing operations, grew by the largest amount.

In general, average wage rates are less in the growing sectors (especially retail services) than in the declining manufacturing sec-





tors. Also, skill levels and promotional opportunities may differ substantially from one subsector to another. As the planning effort proceeds, it will be important to learn more about the behavior of different economic sectors and subsectors. What kinds of businesses hire what kinds of employees, at what skill levels, and at what wages, will be important to know in formulating the economic policy component of the Plan.

Another important phenomenon in the West Berkeley economy may be that many West Berkeley businesses are leaving. The reasons are not yet clear because much information still must be gathered, but there are probably several causes. Some businesses, particularly in the manufacturing and crafts sectors, may have trouble paying the higher rents which can be commanded by office, high-tech and retail businesses. Of course, some may leave for other reasons – consolidation or merger with another business outside the city, relocation due to cheaper land and labor or better trasportation access outside the region, etc. A frequent concern expressed by some members of the business community is the diffi-

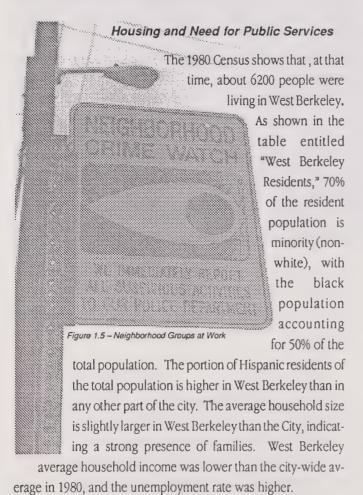
Figure _ - A West Berkeley Light Manufacturing Operation culty in finding or building expansion space within both the manufacturing and non-manufacturing sectors.

One specific phenomenon often mentioned is that of the incubator business which begins modestly in West Berkeley often springing from some research activity at the University (usually in computer programming or bio-engineering), and then at the moment of success, is unable to find the right amount of floor area in which to grow, thereby precipitating a decision to relocate to Emeryville, Alameda or Richmond. A frequent complaint is that the length and uncertainty of the zoning approval process in Berkeley decreases the availablibility and flexibility of the size of spaces in West Berkeley. Understanding the expansion needs of existing manufacturing and non-manufacturing businesses is clearly another area in which additional research will be needed as the planning effort progresses.

The retail sector in West Berkeley is also diverse - major regional



retail operations such as Whole Earth Access or the Auto Mall, small specialty retail establishments such as those along Fourth Street, and a variety of community and neighborhood-serving businesses along San Pablo Avenue. Two frequently expressed concerns from residents of West Berkeley are the need for more neighborhood-serving businesses, and for increased opportunities for local business ownership, particularly for minorities and women. A lesser know, but important sector of the local ecnomy is the variety of cottage industries in West Berkeley – business activities conducted by residents in their own homes.



Although more recent comparable statistical information is not yet available, it is probable that the percentage of non-white residents has decreased and that the number of families has also decreased. It appears that the major demographic trend is that young white couples are gradually replacing non-white older people and families. This coincides with a relative rise in housing prices and an increase in the portion of residents owning their own homes. An additional study (resident survey) will be undertaken to determine

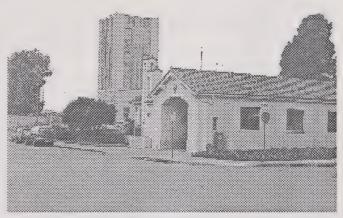


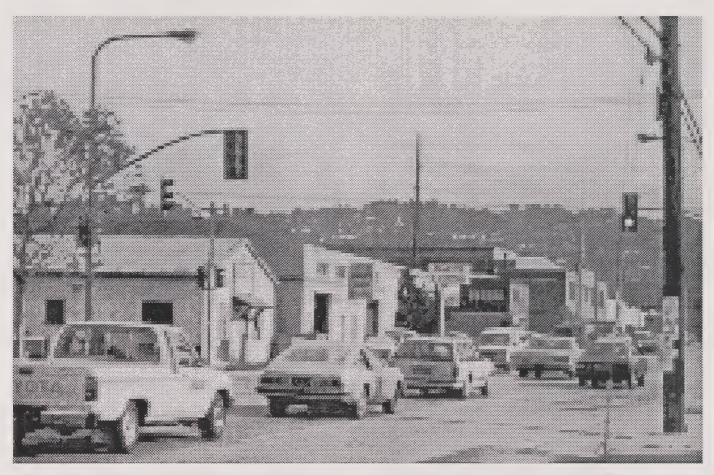
Figure 1.6 - The Cedar/Ninth Street Fire Station

the extent of more recent demographic trends (including race, employment, income, homeownership, etc.)

As further discussed in the description of Subarea 5 (Residential Core), the predominant housing type is the single-family residence, most frequently one-story California Bungalow style dwellings. However, a substantial number of apartment buildings were constructed in the 1950's and 1960's, and as a consequence, almost 40% of the dwelling units in West Berkeley are in multi-family structures containing 3 or more units. In recent years, a substantial number of publicly-funded low and moderate income housing units have been created in or near the Delaware Street area. Discussions with area residents during the planning process have indicated a desire to provide for continued affordability for West Berkeley residents, particularly minority residents, while still maintaining the predominantly single-family character of the neighborhoods.

Residents have also pointed to critical needs for supporting public and private services: additional neighborhood serving retail establishments in the adjoining commercial areas, additional neighborhood open space, protection from through traffic (generated by commercial and industrial activities), assistance in seismic retrofitting of residences, street and sidewalk repair, and crime prevention. Crime, particularly drug-related crime, is an important concern of residents.

Other than the publicly assisted housing, the creation of joint living and work quarters (live/work units) has accounted for the largest growth in living units in West Berkeley. These have generally been created within existing commercial or industrial buildings in the Manufacturing zone. These units are most frequently used by



artists and craftspersons, and are generally rental units. This group has expressed concerns about continued affordability of these spaces as a key factor in maintaining stability in the Berkeley arts community.

Traffic and Transportation

Four major traffic corridors run through West Berkeley: University Avenue, Gilman Street, Ashby Avenue, and San Pablo Avenue. Because of this, worsening traffic congestion in West Berkeley is related to regional growth (I-80 corridor, downtown Berkeley & the University of California, Emeryville, and Albany Waterfront) at least as much as it is to growth within West Berkeley. The table on the "West Berkeley Facts" sheet shows that six critical intersections are operating at congested or oversaturated levels. Regional and West Berkeley growth have meant that through traffic, particularly peak hour traffic, has been diverted onto residential or collector streets, including Cedar, Hearst, Dwight Way, Grayson, Tenth, and Sixth. Localized development (retail/office) in the Southwest area (subarea 2) has worsened traffic at Seventh and Ashby and along the Seventh Street corridor, although installation of new signals is scheduled to occur.

Figure 1.7 - Street Traffic along Gilman Street

The table also show that the split between modes of transportation travel(single-occupant vehicle versus other modes such as carpools, transit, bicycle and walking) is not as favorable as the Citywide split. This may be attributed to several factors: absence of BART, spare of ACTransit routes, immediate access to the freeway, and particularly employment - residency patterns associated with manufacturing.

Although parking availability for the current level of development is good for the area taken as a whole, particularly when compared with many other areas of the city, there are growing congestion points where parking availibility has become a problem. These generally occur around retail or office uses (Whole Earth, Fourth Street Complex, Parker/Ninth). Congestion points can be quickly created in West Berkeley because most of the existing buildings were built before off-street parking was required by the Zoning Ordinance, and as these buildings are converted to more intensive uses, on-street parking is quickly used up.



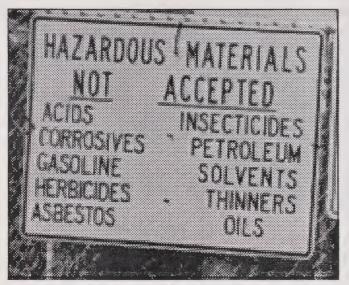


Figure 1.8 -- Public Safety and Handling of Hazardous Wastes is an Emerging Issue

West Berkeley also lacks a cohesive system of bicycle and pedestrian routes, linking residential areas with parks, commercial areas and employment centers. There are also locations in the Subarea 4, Northern Industrial, where streets are unpaved and no sidewalks exist.

Environmental Quality

Several concerns regarding environmental issues have surfaced in Committee discussions. Of particular concern is the preservation of Berkeley historic resources. A historic structure survey has been prepared by the Berkeley Architectural Heritage Association and will provide a provide valuable information in the identification of significant structures.

Additionally, design standards are needed in order to maintain the mixed character of West Berkeley. Streetscape improvements are also a needed improvement. With an effort to retain the area's industrial past, special emphasis is on entrances to the city from San Pablo Avenue, University Avenue, Gilman Street, and Ashby Avenue.

With a diverse range of land uses in any given geographic area, compatibility remains a basic issue to address. It will be vital to maintain the complex, yet functional dynamics of the mixed-use districts, but necessary to address building scales, designs, noise, odor, and traffic generator issues.

As more industrial sites are reused, toxics in the soil are often found. The sketchiness of available information regarding the

removal of these wastes prompts the need to develop regulations and other programs. Although these are in an embryonic stage, cleanup methods will no doubt be proposed. Currently, the County of Alameda is preparing a plan for the management of hazardous wastes.

Related to the storage of hazardous wastes, the ground instability in West Berkeley creates a potentially serious seismic risk. Retrofitting, although costly, could possibly aid those property owners needing to stabilize structures which represent a hazard.

The need for increased open space and recreation opportunities for residents has been a voiced concern. Improving access to Aquatic Park is one way of providing such opportunities. The lack of bicycle routes and lack of access to the Waterfront in addition to the lack of structured programs in Aquatic Park represent a small list of potential projects.

Basic public services, in terms of maintenance of streets, sewers, and utilities is a concern voiced by all. With increased traffic, new businesses, and residents, these improvements will be necessary to maintain a healthy business environment and in improving the basic quality of life for West Berkeley residents.



Figure 1.9 - There is a Need for Basic Public Improvements



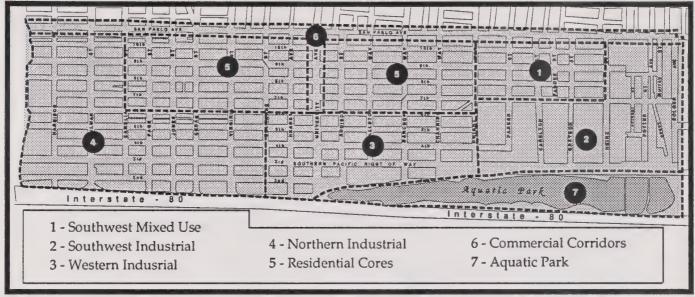


Figure 1.10 - West Berkeley Area Plan - Major Subareas

III. Subarea Description and Issues

The Seven Planning Subareas

In this section , the seven subareas are described in detail with attention to localized issues and characteristics. These descriptions and statements of issues are derived from various data collection efforts and discussions with the West Berkeley Area Plan Committee. Understanding West Berkeley through its seven subareas is important in to developing and refining effective policies and workable implementation strategies.

Each subarea description is accompanied by a map, showing recognizable landmarks, and by a graph depicting land uses by category. These were generated using information provided by the city's Property Records Department, which are based on County Assessor's data. A more detailed recored of this information can be found in Appendix A, Land Use Summary by Subarea. Additionally, a list ofland use definitions can be found in Appendix B, Land Use Defintions.

Summary Description

The map on this page shows the seven subareas. The present Manufacturing zoning district is represented in subareas one through four. It is within this area of West Berkeley where the most isgnificant changes have occured. In the manufactruing zone, one can find residential enclaves interspersed among light manufacturing businesses, live/work studios next to heavy manufacturers, software companies sprouting in former warehouses.

A variety of wholesaling and retail businesses, have also appeared throughout the district. The success of retail businesses has brought new revenues and life to the district, but has also begun to show signs of exacerbating traffic problems and placing demands on the available parking supply.

By contrast, the residential neighborhoods have seen relatively little change. Infill, low density housing projects have been the common development application. The commercial corridors, presently zoned C-1, have experienced a modest level of change, mostly at the northern end of San Pabl Avenue. Residents have expressed concern about the lack of neighborhood-serving retail establishments in these corridors.

Aquatic Park represents the seventh subarea. Area residents have express d very strong concerns about the safety and accessibility of this park. It is looked upon, in many ways, as a wasted resource, a place where recreational activities should be increased to make it more of a community recreation area. The City's Parks Department has announced plans to create a new Master Plan for the park, a process which will be of great interest to the Area Plan Committee.



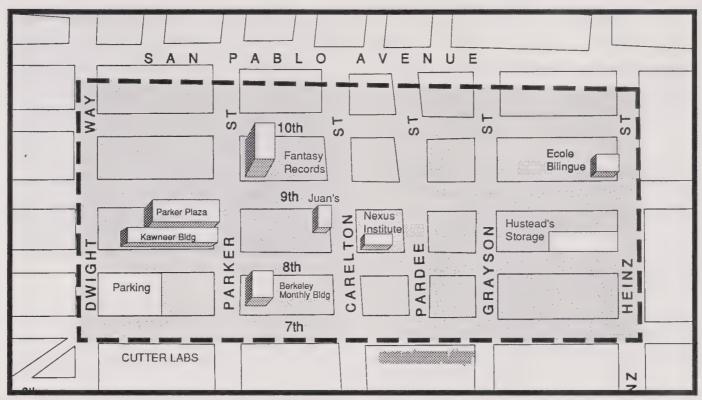


Figure 1.11 - The Southwest Mixed Use Subarea

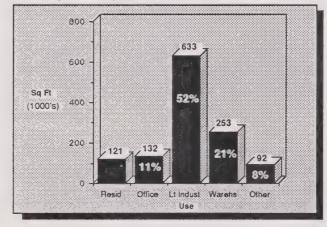
Subarea 1 - Southwest Mixed Use Description & Issues Statement

Description of Subarea -

The Southwest Mixed Use subarea is that portion of West Berkeley between Dwight Way and Heinz Street to the north and south, and between 7th and 10th streets on the east and west. Parcels fronting on both the east and west sides of 10th street are included. The subarea is composed of 20 relatively small blocks, all lying within the 'M' (Manufacturing) zoning district. The primary traffic corridors are Ashby Avenue (e/w), Dwight Way (e/w), and 7th Street (n/s). San Pablo Avenue, and the properties fronting thereon, are located in Subarea 6, "Commercial Corridors".

While the prevailing land uses in the subarea are still light industrial and warehouse, this subarea and the adjoining Subarea 2 ("Southwest Industrial") have experienced the most dynamic land use changes in West Berkeley in recent years. Office and research and development uses have increased substantially; but the area also has the largest concentration of live/work studios and arts and crafts spaces in West Berkeley. The subarea also includes pockets of more traditional housing, particularly along Tenth Street, and along Pardee and Grayson Streets.

Existing Development (Gross Floor Area)



Source: City of Berkeley Planning Dept. 6/86

General Land Use Characteristics -

The land use summary chart above shows that four land use categories account for nearly all of the developed floor area (≈1.2 million sq.ft.) in the subarea, with light industrial use occupying by far the most (632 thousand sq. ft.) Examples of light industrial use in this subarea include such diverse activities as: woodworking, record and film production, and computer hardware and software development. When combined with warehouse space, these two categories of use occupy the vast majority of built floor area in the

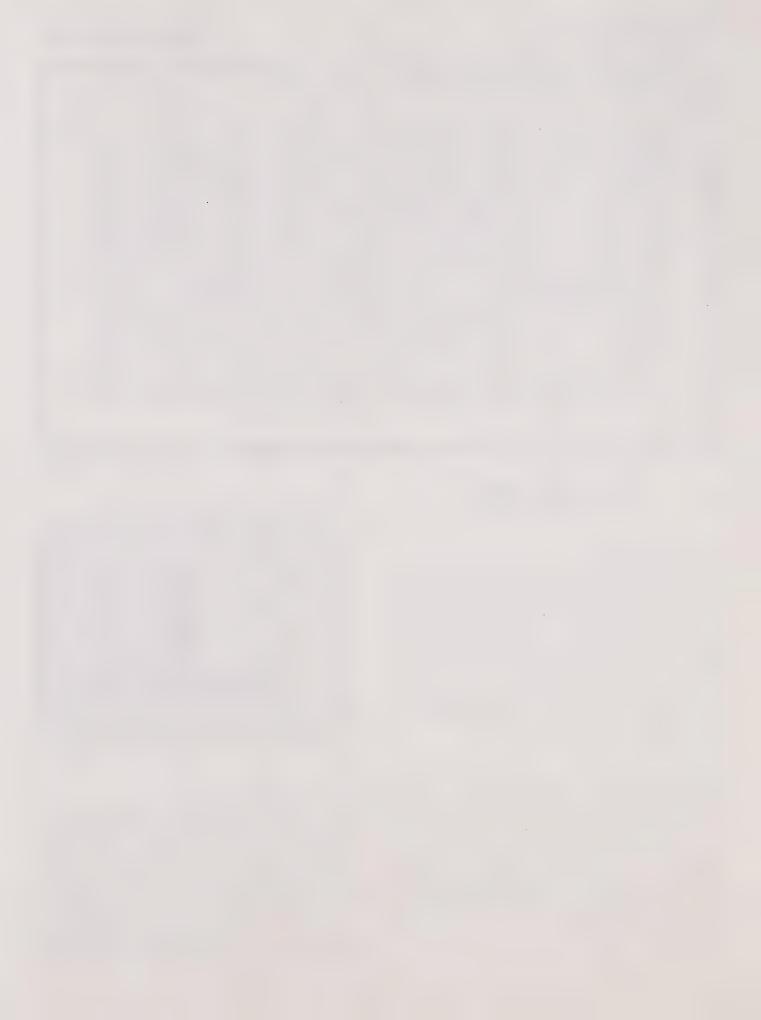




Figure 1.12 - The Fantasy Record Building

subarea. Office and residential uses are about equal to one another in terms of the total floor area they occupy, although together they occupy far less than the light industial/warehouse uses. Very little retail exists in this subarea.

This subarea differs from the adjoining Subarea 2 ("Southwest Industrial") in three principal ways: it is characterized by smaller blocks and parcels, giving a greater number and variety of building types and scales; it includes a substantial presence of residential use; and, for the most part, it lacks heavy industry. These factors have combined with the large amount of relatively inexpensive, convertible light industial and warehouse space to make this subarea very attractive for non-traditional uses such as arts and crafts studios (including joint live/work quarters) and start-up "high tech" companies.

Recent Changes and Trends -

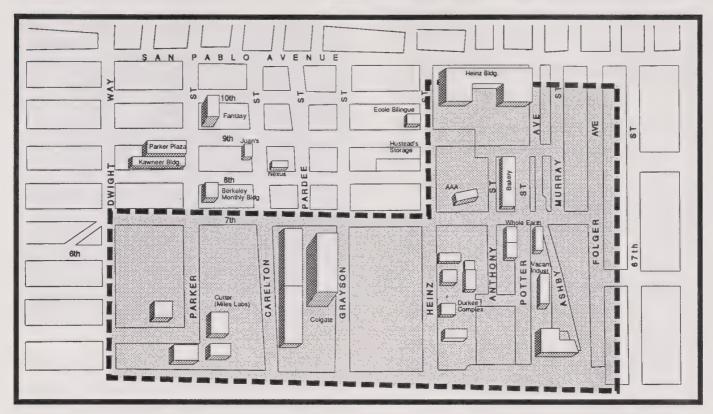
A review of recent building permit activity shows that very little of the new uses in the area required wholly new construction; most of these were accomodated by converting existing buildings. While some of these conversions undoubtedly took place in vacant spaces, more frequently warehouse and light industrial uses were displaced by the new uses.

Building permit activity also shows that office has been the fastest growing use in the subarea on square footage basis, although certain light industrial uses, perhaps "incubator" high-tech industries have also accounted for a substantial amount of the new activity. In recent years, almost no housing, other than live/work quarters, has been added to the subarea.

Issues -

- Retaining a mix of uses There is a need to retain a vital mix
 of housing, commercial, and light industrial uses in this
 subarea. Policies should be created which achieve this
 without prohibiting new development.
- Affordability- a key to retaining a mix is maintaining affordability for small businesses and arts/crafts uses (New methods must be devised in light of recent anti-commercial rent control legistlation at the State level).
- Compatibility of uses -There is a desire to retain the geographic distribution of various land uses and building forms.
 However, compatibility between uses can be a problem. Alternatives to more traditional clustering or buffering, such as performance-based zoning for commercial and industrial uses should be explored.
- Historic presevation and urban design There is a need to catelogue and identify structures of historic merit in this subarea and devise specific means for preservation and restoration.
- Open space -The residential uses in this subarea are not served by any park or open space within reasonable walking or bicycle distance. A site should be targeted for public acquisition.
- Traffic and parking The new office and retail uses generate
 additional parking demand and traffic; parking standards
 should be examined and potential shared parking sites targeted for public acquisition or joint private/public development.





Subarea 2 - Southwest Industrial Description & Issues Statement

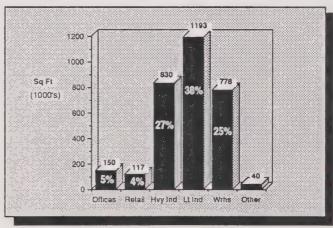
Description of Subarea -

The Southwest Industrial subarea, located in the southwestern-most corner of Berkeley, includes the largest parcels and blocks in West Berkeley. Here are located the Cutter (now Miles) Labs, the former Colgate Palmolive plant, Macauly Foundary, Ducommun Steel Plating plant, former Durkee Famous Foods plant, Heinz plant, and other active or former heavy or traditional large scale industries. This subarea stretches from Dwight Way on the north to the Emeryville border on the south, and up to Tenth street between Heinz and 67th Avenues.

This subarea has experienced the most pronounced land use change of any of the subareas, although most of the new construction and use changes have been limited to the area bounded by Heinz, Ashby, Ninth, and the railroad. These changes have involved converting industrial sites to regional retail (Whole Earth Access, Auto Mall), or office/ "R and D" (Durkee site, Triple A, Aquatic Park Center).

Figure 1.13 - The Southwest Industrial Subarea

Existing Development (Gross Floor Area)



Source: City of Berkeley Planning Dept. 6/86

The primary traffic corridors are Ashby Avenue (e/w), Dwight Way (e/w), and 7th Street (n/s). The Ashby intersections at San Pablo and at Seventh, as well as the freeway interchange, are operating at congested levels (Level of Service 'D" or worse).

General Land Use Characteristics -

The land use summary chart above shows that industrial and warehouse uses account for nearly all of the built floor area in the subarea (~2.8 million sq. ft.). Other than the live/work studios at





Figure 1.14 - "Mixed Use" will be a Central Theme in New Development
Changes and Trends -

This subarea has experienced the most change of any of the subareas in West Berkeley in recent years. The location and expansion of Whole Earth Access (7th/Potter) combined with other new office and commercial developments in the vicininty (AAA office bldg., Aquatic Park Center, Durkee Site etc.) have signaled a substantial change in the use and character of this part of Berkeley from light industrial and warehouse/distribution to regional retail, office use, and to some extent research and development labs.

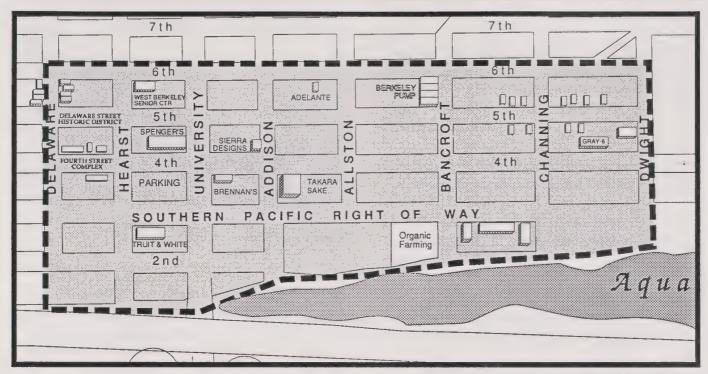
As opposed to other subareas, changes in the Southwest subarea were more frequently achieved through conversions of existing industrial or warehouse buildings. For example, a significant amount of office (50,000+ sf) and retail (20,000+ sf) conversion occurred in the Heinz Street building, a former food processing plant.

Issues-

- Land Use Mix- How can a diverse land use mix be maintained
 with the existence of potentially incompatible uses such as
 heavy industrial and live/work uses, or for the need of more
 pedestrian-oriented uses versus addressing the needs of industry while buffering the environmental effects?
- Location of new development- What are the most appropriate locations for regional retail and office centers? What is the most appropriate way in which to reuse large plants like Colgate?

- Traffic What are the implications for West Berkeley streets
 with Emeryville development and proposed Ashby Avenue
 interchange design proposals? What are the ways in which
 Emeryville traffic can be diverted?
- Access to Aquatic Park How can access be improved at the south and for both residents and workers?
- Ashby Avenue Can the thoroughfare be improved as a visual corridor while improving accessibility for commercial properties? How can level-of-service be improved (signage at Ninth)?
- Polluting Industries What types of mitigation can be required of noise and air polluting uses?
- *Historic* What methods can be used to preserve Berkeley's industrial past (landmarks preservation, historic resources inventory, restoration programs)?





Subarea 3 - Western Industrial Description & Issues Statement

Description of the Subarea -

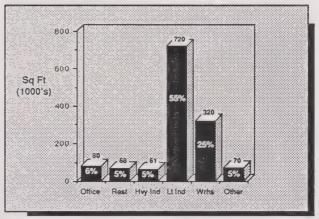
This predominantly industrial subarea consists of twenty-nine blocks lying between Interstate-80/Aquatic Park and Sixth Street. Its boundary on the north end is Delaware Street, and on the south, Dwight Way. The area from Fourth Street, west, lies the 'M' (Manufacturing) zoning district; parcels on Fifth and Sixth Streets are zoned 'SI' (Special Industrial). The primary traffic corridors are University Avenue and Sixth Street. Access to Aquatic Park can be gained from Addison Street and Bancroft Way.

General Land Use Characteristics -

The chart at the right shows that the great majority of this subarea is in light industrial and warehouse use. As compared to the Northern and Southwest Industrial areas, the Western Industrial area is generally absent of large scale industrial plants. Instead, the area is characterized by very small scale manufacturing and wholesale concerns, with a small, but growing number of retail establishments. The light manufacturing and wholesale uses include such things as woodworking, tile-making, outdoor clothes manufacturing and printing establishments. Often these are locally owned, start-up businesses. Retail uses and eating/drinking establishments are mostly clustered on Fourth Street, between Delaware and Addison Steets, and on University Avenue.

Figure 1.15 - The Western Industrial Subarea

Existing Development (Gross Floor Area)



Source: City of Berkeley Planning Dept. 6/86

There are also two prominent clusters of housing on Fifth Street, one between Bancroft and Dwight Way, consisting mostly of single-family structures and a clustered housing project between Hearst and Delaware of higher density. There are also a number of live/work and artist quarters in the district.

Recent Trends and Changes

A review of building and use permit activity shows that many of the older light industrial and warehouse spaces are being re-used for newer small-scale industry, for retail, and to a very limited degree, office space. Some new construction has occured, mostly in and around the Fourth Street retail/office complex.



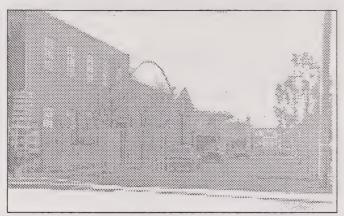


Figure 1.16 – Reuse of Industrial Buildings to Startup Spaces for New Businesses

Issues -

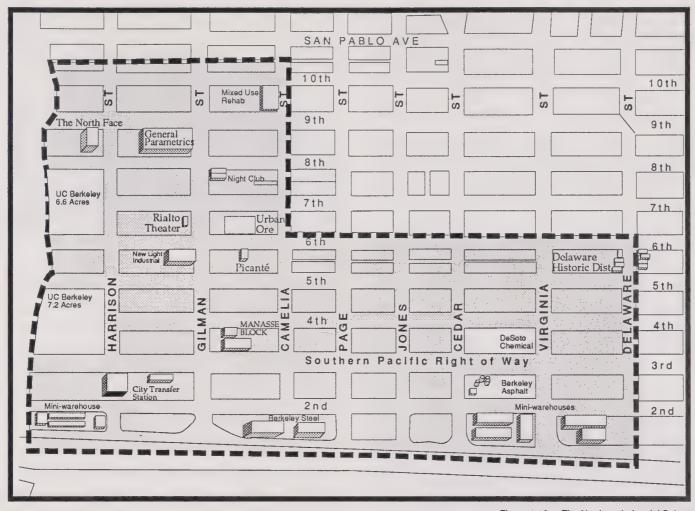
- Mix of Uses Specific policies will need to be developed which
 retain and encourage a rich mix of uses which include smallscale start-up ventures, live/work uses, and wholesale activity
 as well as the already evident growth in retail and R&D uses.
- Infill Development Residential and live/work should be encouraged where appropriate and compatible with neighboring uses.

- Building Scale Building scale should remain modest to reinforce the diverse and mixed-use character of the district, while still allowing opportunities for economic growth. Structures of historic value should be recognized and used a part of the continuing built fabric of the area.
- Traffic/Parking -Growth in retail on Fourth Street has shown the need for additional public parking if this sector is to grow.
 - The design of the new University Avenue interchange must be carefully reviewed to ensure better pedestrian and bicycle access to the Waterfront.
- Toxics -Cleanup of hazardous wastes and development of emergency response plans has become critical as industrial sites become redeveloped for more intensive human use.
- Visual Quality The main visual entry to the City (University Ave.) and to Aquatic Park lie in this subarea which are both in need of improvement.



Figure 1.17 - Fourth Street Center Shops & Offices





Subarea 4 - Northern Industrial Description & Issues Statement

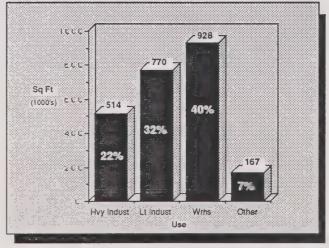
Description of Subarea -

This subarea consists of roughly 225 net acres of land and like the Western Industrial subarea, lies within both the Manufacturing and Special Industrial zoning districts. The area between the railroad tracks and freeway consists of mostly heavier industrial and storage uses while the remaining area consists of mostly light industrial, some retail, storage facilities and other commercial uses; except for an enclave in the Special Industrial zone, very few residential uses exist in this subarea.

This subarea is served by the Gilman Street interchange, while the east Frontage Road provides a north/south link to the Western Industrial subarea Sixth Street and San Pablo Avenue are used by much of the through traffic traveling to other points in West Berkeley. Directly north, in the City of Albany, is UC Village

Figure 1.18 - The Northern Industrial Subarea

Existing Development (Built Square Footage)



Source: City of Berkeley Planning Dept. 6/86

(student housing) and directly south of Gilman (east of 6th Street) begins the Northern Residential Core subarea. Proposed development at Golden Gate Fields/Albany Waterfront, if constructed, will no doubt impact the neighboring areas.



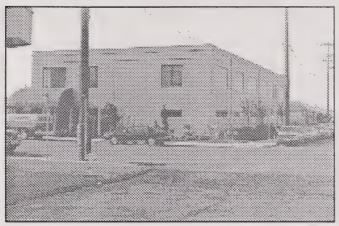


Figure 1.19 – A Recently Constructed Office at 6th & Harrison Streets

General Land Use Characteristics -

Unlike other parts of West Berkeley, the Northern Industrial subarea has retained a larger portion of its heavier industrial base in the form of steel manufacturers and chemical plants. Most of these uses exist west of 4th Street and more specifically on properties abutting the railroad tracks. Good access to the interstate highway gives many sites in the Northern Industrial a locational advantage for many types of uses.

However, the poor state of the infrastructure (streets, sidewalks), especially north of Gilman, is one factor that probably acts as a deterrent to new development. Furthermore, the lack of off-street parking is another amenity not widely available here. Due to the nature of heavy manufacturing uses regarding toxic wastes, careful thought must be given to appropriate reuse of these sites.

Recent Changes -

Several new projects have been constructed in the recent past; most of this development has been built along the Gilman Street corridor. Among the new projects are a light industrial building at 6th/Gilman; an addition to Picante restaruant with office space on the second and third stories; a light industrial/R&D building at 9th/ Gilman; a conversion of the former Pic 'n Pac supermarket into a bingo parlor; and conversion of a restaruant into a motorcycle outlet at 4th/Gilman. Finally, the potential reuse of the Manasse-Block Tannery at 3rd/Gilman for light industrial/live-work space has been considered. Additionally, a small amount of new development has been built along Harrison Street in the form of offices. However, if one considers both the amount of warehouse and storage spaces and the amount of undeveloped land along Harrison Street, the potential for intensification and change is still great. Because the University of California holds a significant amount of land in the Northern Industrial, they will play a significant role in

the future development of this property. Although new development is occuring in the Northern Industrial subarea, the rate of change and scale of development here is not as great as in the southern subareas of West Berkeley.

The Special Industrial Zone

Between Cedar Street and Camelia Street, along Fifth Street exists a distinct residential enclave consisting of older victorian and single-story, bungalow-type housing. Within this portion of the SI zoning district along with the residential uses, exists Holt Pottery, The Owner Builder Center, Jetco Engine Manufacturers and Sierra Designs. Although there may be a few incompatibilities, like increased traffic and parking demand, the scale and density of development seems to blend in well. Opportunities for new housing seem limited as there are few vacant parcels. Additions and other improvements to the housing stock is evidence of this particular enclave's vitality; it seems as if this portion of the district has developed into a functional entity which accommodates light industrial, residential and other commercial uses which accomplishes the major intent of the zoning district.



Figure 1.20 - Urban Art near 4th & Harrison Streets

Issues-

- Potential for further intensification and new construction.
- UC as an unknown variable affecting future development.
- Changes to Gilman Street interchange, including possible linkage to the Albany waterfront development.
- Building Design Standards.
- Proposed development for GGF/ Albany Waterfront.
- Reuse of vacant structures with suspected toxics contamination and hazardous waste cleanup.
- Types, mix and location of development (eg: pedestrian-, nightlife- or, neighborhood-oriented)
- Improvement of infrastructure and public services.
- Provision/location of public parking facilities.



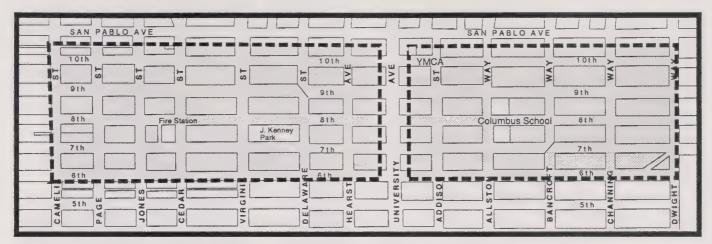


Figure 1.21 - The Residential Core Subarea

Subarea 5 - Residential Core
Description & Issues Statement

Description of Subarea

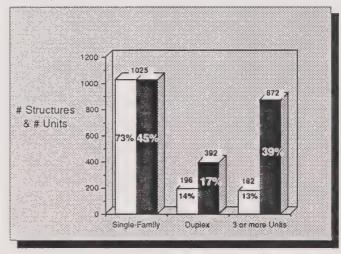
Except for University Avenue, which dissects this subarea, this subarea is entirely residential and is zoned "R-1A' (Limited Two-Family Residential). The area is bounded by three non-residential zoning districts. The 'M' zoning boundaries are on the north and south, at Camelia and Dwight Way, respectively, the 'SI" zoning boundary is at Sixth Street, and the properties abutting San Pablo, which are zoned 'C-1'. The major traffic corridors are University Avenue, Dwight Way and Cedar (e/w) and San Pablo and Sixth Street (n/s). Traffic barriers have been placed in some locations in this subarea to discourage through traffic.

Remnants of the Oceanview neighborhood can be found along Sixth Street in the form of Victorian housing. Originally zoned for higher densities in 1955, the community later organized and was successful in downzoning the majority of the area to its present zoning status. The properties abutting University Avenue parcels remain zoned at R-3 and R-4 and act as a transition zone, in terms of scale and intensity of uses, between this commercial corridor and the adjacent neighborhoods.

General Land Use Characteristics

The characteristics of the residential building stock are similar throughout the northern and southern cores. Within the two cores, residential space is characterized by single-family residential development (California-bungalow) interspersed with higher density apartment buildings, which now accounts for a significant amount of housing units as shown by the above chart. Develop-

Housing Stock Profile



Source: City of Berkeley Planning Dept. 6/86

ment of multi-family structures accelerated during the post-war years of the 1950's and are found throughout the area following no distinct development pattern. Generally, prices and rents in West Berkeley are lower than other parts of the city, and might be partially explained by the lack of commercial services for residents.

Changes

In recent years, the bulk of new housing units in West Berkeley has been created in two ways: publicly-assisted and low and moderate income housing (mostly townhouses in the Delaware/Hearst Street are and live/work units, created mostly by converting industrial or commercial space in Subarea 1&2). Very little new housing has been added in the residential core. However, there has been a shift in occupancy from minority occupancy toward white occupancy and from rental to homeownership.



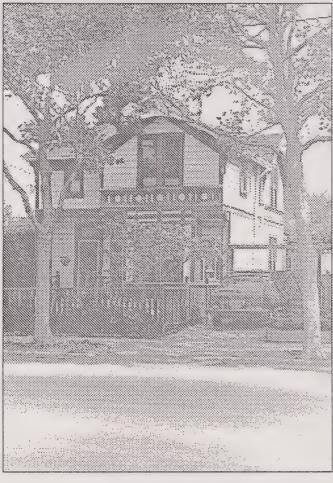


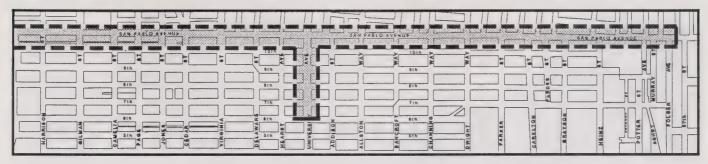
Figure 1.22 - A Victorian Residence on 6th Street

Issue's

- Open Space & Recreation Although the two cores are treated
 as a single subarea, the need for a neighborhood park in the
 southern core has been cited as a priority. The northern core
 has James Kenney park, which occupies an entire city block
 and has child-care accomodations, tennis courts, a gymnasium, basketball courts, and a softball field.
- Residential Densities Residents of the core areas express the need or the predominant single-family character of that area to be maintained, yet understand the need to maintain affordability of housing for West Berkeley families, particularly minority residents. Preference has been expressed among this group "in-filling" by means of second units (allowed under the present R1-A zoning) and possibly through modestly scaled multifamily housing nearer the commercial corridors.

• Traffic, Environmental Quality & Crime - Because the residential core subareas are surrounded by commercial or industiral zones, concern has been voiced regarding increased through traffic, noise, trucks transporting hazardous materials through the neighborhoods, occurrence of crime and prostitution, and the need to create more neighborhood-serving retail development in the adjacent commercial corridors. Finally, due to the geologic formation and seismic risks in West Berkeley, the potential to provide retrofitting services to homeowners can further improve these conditions.





Subarea 6 - Commercial Corridors Description and Issues Statement

Description of the Subarea -

This subarea includes two major traffic corridors, San Pablo & University Avenues. University, which dissects the two residential core areas, provides central access to the City and UC Berkeley from Interstate-80; San Pablo Avenue, State Route 123, is the major north/south corridor providing access to the neighboring communities of Albany and Emeryville. This subarea is presently zoned C-1 (General Commercial) and contains the widest variety of commercial uses throughout West Berkeley.

General Land Use Characteristics -

The land use chart on this page summarizes existing development, and shows that retail uses account for nearly half of the built square footage (48%). Light industrial uses, generally in the form of autorepair shops represent 15% of existing development. Residential uses (above ground floor, at ground floor, or in hotels) account for about one-fifth of all development. Offices, eating/drinking establishment, storage and community facilities contribute to the remaining square footage totals, which represent the final 15%.

Recent Trends & Changes

In the mid-1970's, landscaped medians were installed to enchance the visual quality along San Pablo and improved pedestrian safety to some extent.

Much of the development along San Pablo was built during the earlier decades of this century and is reminiscent of "central city" development of that period. San Pablo Avenue was a major transportation corridor for both public and private transit users, and contributed much to a favorable business climate. However, during the postwar years of the 1950's, with a general increase in population and movement to the suburbs, an overall economic decline was experienced by the older urban areas.

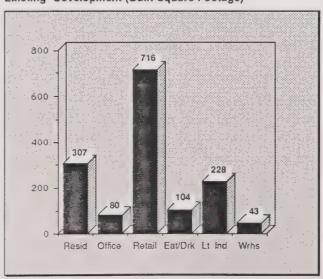
Figure 1.23 - The Commercial Corridors Subarea

With the completion of the Interstate highway system during the 1970's, much of the through traffic was diverted from San Pablo. Although no formal studies can be cited as evidence, one must acknowledge that some sort of loss was felt by those businesses catering to a non-local clientele.

More recently, there has been a gradual revitalization occurring in the area, particularly on San Pablo Avenue. Commercial rents in this area are probably lower than those of other, more popular Berkeley shopping areas such as Solano Avenue or North Shattuck. Although there is no dominant land use pattern evolving throughout the subarea, there are small nodes of pedestrian-oriented activity around popular retail establishments, especially at Cedar/San Pablo & Addison & San Pablo.

However, the occurrence of auto-oriented uses, and the accompanying traffic generated by those uses, compete with the pedestrian environment. Constant traffic, noise and parking demand sometimes create an unfriendly environment for pedestrians and residents alike.

SanPablo & University Avenues Existing Development (Built Square Footage)





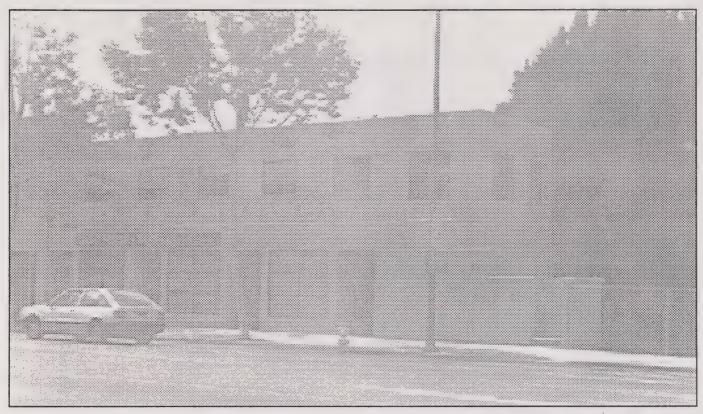


Figure 1.24 - A New Office Near the Albany Border

Issues -

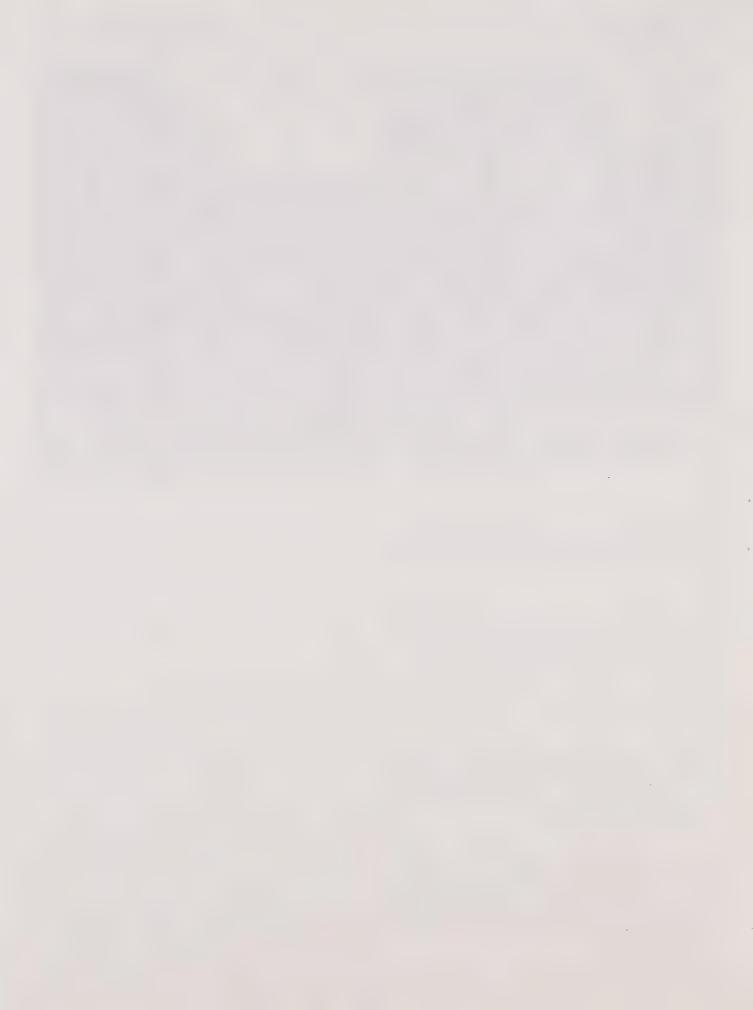
Residential-infill & above ground-floor - What locations and density would be appropriate for infill and above ground-floor housing?

Neighborhood-serving retail - These types of uses should be encouraged, but protection from traffic and parking for adjacent neighborhoods. Consider creating pedestrian activity nodes.

Public Safety - How can illicit activities be discouraged and safety improved?

Night-life - An appropriate mix of night-life uses could increase Berkeley's cultural resources and contribute to a richer and higher quality of living environment, but protections for adjacent residnetial neighborhoods are important.

Visual Quality- By moving certain uses, like auto-repair, over time to perhaps the 'M' zone, a more aesthetically pleasing pedestrian environment could be developed. Also, sidewalk and street improvements could be made, and design guidelines considered for new construction.



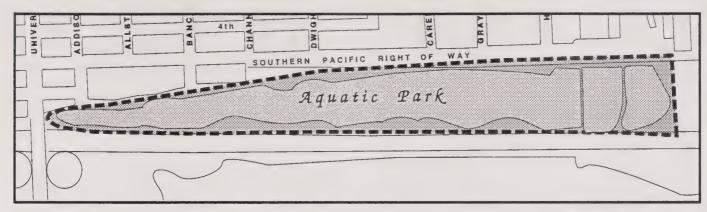


Figure 1.25 - The Aquatic Park Subarea

Subarea 7 - Aquatic Park

Area Description

Aquatic Park is a 100 acre site located along the eastern edge of Interstate-80. It is bounded by the Santa Fe railroad tracks on its eastern side and by Interstate-80 to the west. Ashby Avenue and University Avenue provide the south and north boundaries respectively. Within its confines is a 68 acre lake that provides access to San Francisco Bay through a series of tidegates. Bolivar Drive encircles two-thirds of the lake, but has recently been closed to through traffic.

Planning Activities to Date

Aquatic Park is included as part of the City's Master Plan, and more recently is also the focus of a more detailed plan being developed by the city's Parks and Recreation Division. Other studies which relate to the overall planning of this site include a 1982 State Department of Parks & Recreation Study; a similar study produced by the Coastal Conservancy during this same year; and a draft Cal-Trans plan to renovate Interstate-80 at the University Avenue interchange.

Planning Issues

The following issues will need further study during the planning process:

Transportation/Parking - Determining the future transit needs for park users; how to improve the bicycle and pedestrian connections to neighboring land uses and to the City as a whole; how would proposed changes to the freeway



Figure 1.26 - What Uses should be Encouraged in the Park?

affect development; should Bolivar Drive remain closed? Security/Public Safety - How to develop a varied and interesting park design while maintaing public safety elements; How to encourage maximum use by the general public while discouraging illicit and undesirable uses?

Land Use - What new land uses could be developed given the physical layout of the site; what uses would serve the public most; how can the water quality of the park be protected and improved while maintaining the park for use by water sports enthusiasts?

Should the existing facilities and tenants of the Park be required to help pay for park improvements?

How might the surrounding areas of Aqautic Park be linked to improve the park's usage and appearance?

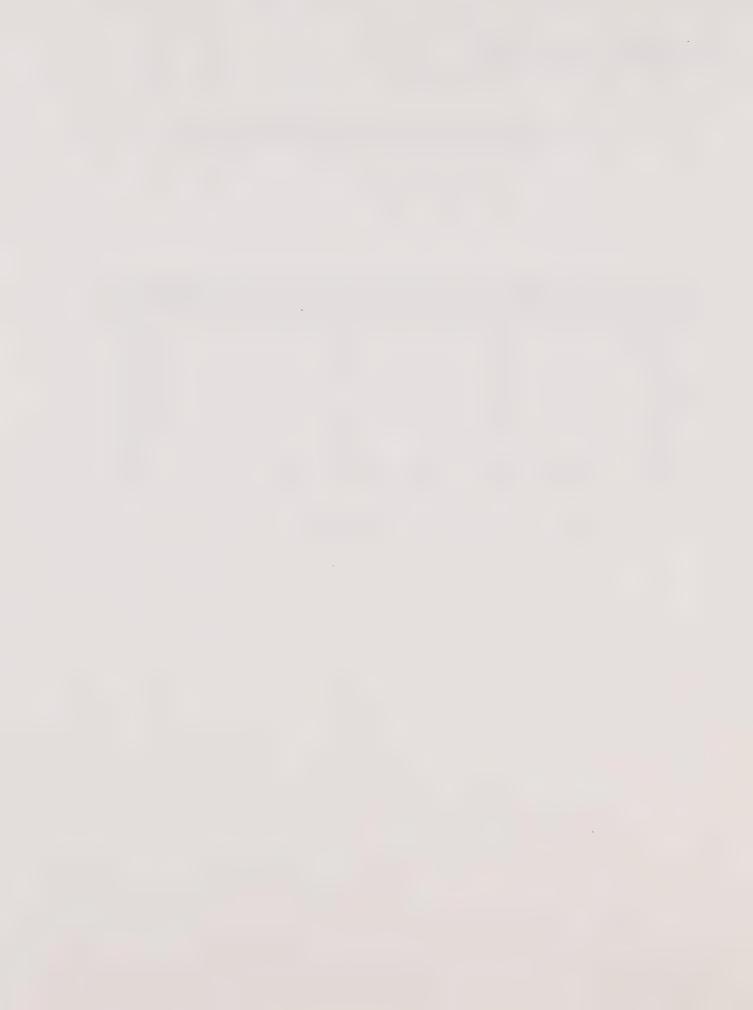




Appendix A: Existing Non-Residential Floor Area by Subarea (1000's sq ft)

Land Use	Subarea 1	Subarea 2	Subaea 3	Subarea 4	Subarea 6	Subarea 7	Totals
Light Mfg	621	305	751	894	44		2615
Heavy Mfg	76	162	0	914	0		1152
Office	147	187	105	90	69	5	603
R&D	0	196	8	0	0		204
Warehouse	222	722	208	1101	6		2259
Retail	0	131	53	104	647		935
Restaurants	9	4	71	29	67	4	184
Totals	1075	1707	1196	3132	833	9	7952

^{*}Note: Subarea 5, Residential Cores, not surveyed for non-residential floor area.



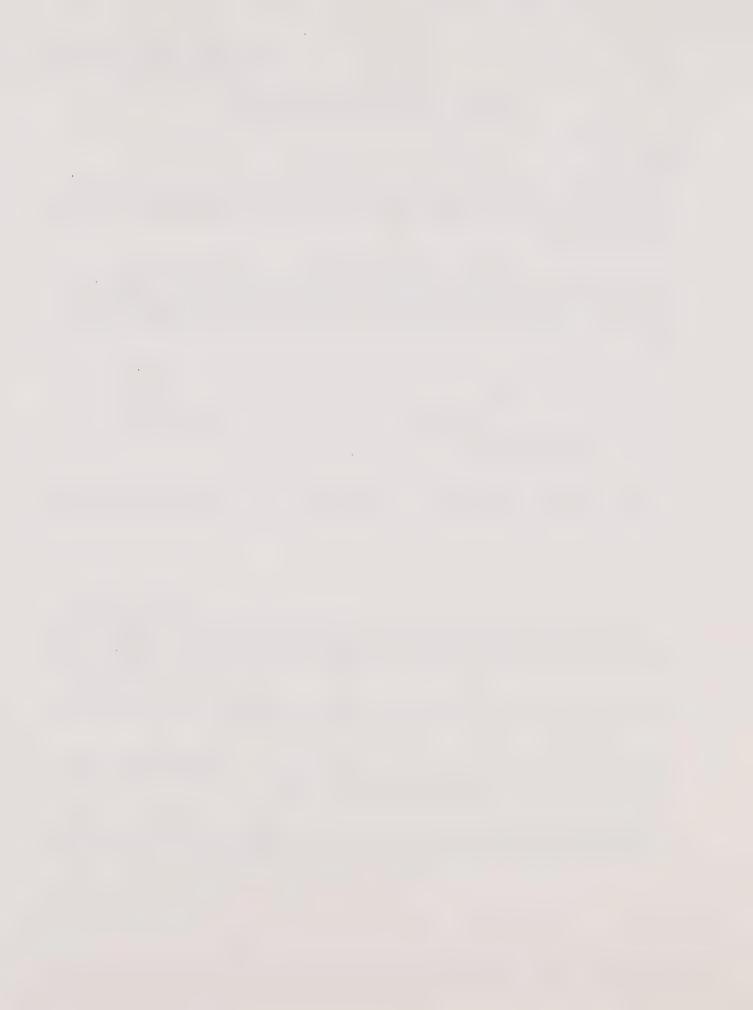
Appendix B: Land Use Categories and Definitions

COMMERCIAL (5)

- 1) Retail Commercial Includes uses which sell goods, merchandise or services to the general public. Some examples are large discount stores, specialty stores, personal service establishments such as beauty salons and hair stylists.
- 2) Auto-related Retail- This grouping includes uses providing drive-through or drive-up facilities such as convenience stores, drive-through banks, fast-food restaruants, gas stations and car washes, but not including auto-repair businesses, auto-painting or auto-body shops which are included in light industrial.
- 3) Eating & Drinking/Entertainment Includes sit-down restaruants, night clubs, pubs and dance halls.
- 4) *Financial Instituitions* Includes uses like banks, savings and loans, check-cashing establishments, insurance offices and credit unions.
- 5) Offices Includes all office uses such as general, administrative and medical offices but excludes office space which is ancillary to the primary use of the premises (such as industrial or retail) and also excludes home occupations.

INDUSTRIAL (4)

- 6) Research & Development/Labs Includes establishments which are involved in the investigation of the various sciences and development of technology as an extension of this investigation. Some examples are biothechnology and genetic engineering uses, computer (hardware/software) design and development.
- 7) Light Industrial/Studios Includes light manufacturing, most craft spaces, record and film production, and auto-services such as auto-repair, auto-body and auto-painting shops.
- 8) *Heavy Industrial* includes such things as foundaries, chemical plants, trucking facilities, large scale recycling, and other uses traditionally thought of as heavy industry.
- 9) Warehouse/Distribution All storage and distribution facilities, except those incidental to the primary use of a different type, and including self-storage facilities; also includes limited wholesaling.



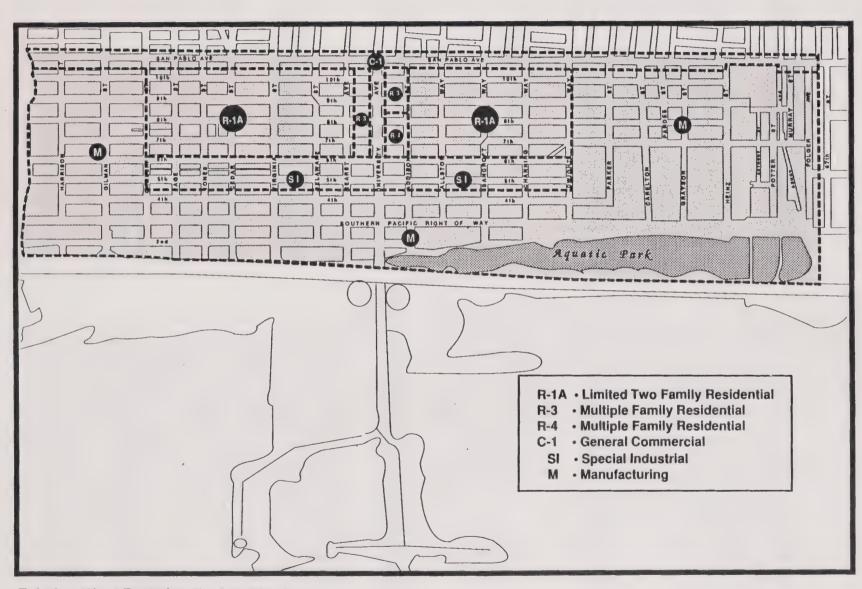
COMMUNITY FACILITIES (2)

- 10) Community Buildings Includes buildings such as senior centers, churches, schools, libraries and post offices, but not including UC-owned property or hospitals.
- 11) Parks/Open Space Includes public parks and vacant lots.

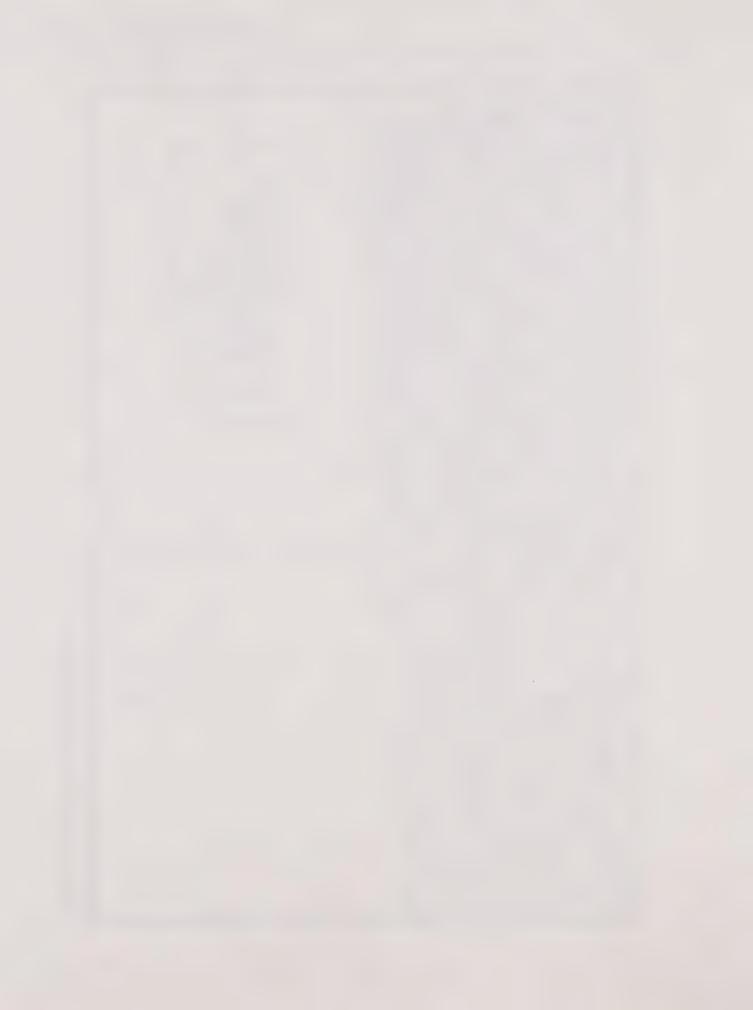
RESIDENTIAL (3)

- 12) Low Density Includes parcels that do not exceed two dwelling units per standard* lot.
- 13) Medium Density All other parcels exceeding 2 dwelling units per standard* lot.
- 14) *Live/Work* Includes uses which dedicate the majority of space to work with a living unit for the tenant. The work portion typically includes uses such as crafts, light industrial activities and small offices.
- 15) *Parking* Lots/structures used primarily for parking, but not including lots which are ancillary to a different primary use on the same lot.





Existing West Berkeley Zoning Districts



Appendix D: Zoning District Purposes/Primary Development Standards

R-1A (Limited Two Family Residential District)

Purposes:

- Recognize and protect the existing pattern of low medium density residential areas characterized by reasonable open and spacious type of development in accordance with Master Plan policy;
- protect adjacent properties from unreasonable obstruction of light and air;
- allow flexibility in the use of property for residential purposes by permitting two dwelling units on one lot under limited conditions.

Permitted Uses:

Single-family dwellings Two-family dwellings Home occupations

Parks, Playgrounds, day care, churches, community centers

Primary Development Standards:

Height limit, 3 stories/35 feet Maximum lot coverage: 40%

Parking: 1 space/dwelling minimum

R-3 (Multiple Family Residential District)

Purposes:

- Implement Master Plan policy by encouraging development of relatively high density residential areas which are characterized by a less intense and more open type of development than is found in the High Density Residential Districts;
- make available housing for persons who desire both convenience of location and a reasonable amount of usable open space;
- protect adjacent properties from unreasonable obstruction of light and air;
- 4) permit the construction of residential structures, such as dormitories, fraternity and sorority houses.

- boarding and rooming houses with will meet the requirements for this type of housing;
- 5) permit the construction of specialized care and treatment facilities such as homes for aged persons, nursing homes, medical buildings, and hospitals when such will not be detrimental to the immediate neighborhood.

Permitted Uses:

Same as R-1A, plus

Apartments and other multiple dwellings, boarding houses, nursing homes, medical buildings and hospitals.

Primary Development Standards:

Height limit: 3 stories/35 feet Maximum lot coverage: 40-50%

Parking: 1 space/dwelling or 1 space/1,000 sq.ft. of

floor area (if 10 or more units); medical- 1 space/300 sq.ft. floor area

R-4 (Multiple Family District)

Purposes:

- Implement Master Plan policy by encouraging development of relatively high density residential ares which are characterized by a less intense and more open type of development that is found in the High Density Residential Districts;
- make available housing for persons who desire both convenience of location and a reasonable amount of usable open space;
- protect adjacent properties from unreasonable obstruction of light and air;
- permit the construction of residential structures, such as apartment hotels, hotels and motels, which will provide housing opportunities for transient or seasonal residents;
- permit the construction of institutions and office buildings when such will not be detrimental to the immediate neighborhood.



Permitted Uses:

Same as R3, plus

Hotels, lodges

Institutions and offices

Stores and shops which are incidental to above

Primary Development Standards:

Height limit: 6 stories/65 feet

Maximum lot coverages: 35-50%

Parking: Same as R-3, plus

Office/institutions: 2 spaces/1,000 sq.ft. of floor area

Hotels: 1 space/3 rooms, plus 1/3 employees

C-1 (Limited Commercial District)

Purposes:

- To provide locations for a wide variety of activities along thoroughfares;
- to encourage development in underutilized neighborhood and community shopping areas;
- to promote development compatible with adjacent commercial and residential areas.

Permitted Uses:

Residential uses, subject to R-3 standards

Live/work units

Parking lots/structures

A wide range of retail/service establishments

Manufacturing or wholesale - only as incidental to a permitted commercial establishment

Primary Development Standards:

Height limit: 4 stories/50 feet

Residential use only above the first two floors

Floor area ratio: 3:1

parking: 2 spaces/1,000 sq.ft. of floor area (commer-

cial/office)

1 space/300 sq.ft. of floor area (restaurants/medical)

Residential and other uses - same as R-3 and R-4

SI (Special Industrial District)

Purposes:

 To encourage development of a light industrial district between the general industrial district and permanent residential neighborhoods, in accordance with the Master Plan;

- 2) to limit and regulate new uses so that a desirable industrial district will be created, with no incompatible uses:
- to encourage existing industrial uses to conform to the character of the District;
- to protect the existing residential uses from unreasonable detrimental effect of nonresidential uses;
 and
- 5) to insure permanent protection to the residential environment of adjacent neighborhoods.

Permitted Uses:

Residential, subject to R-1A standards

Live/work units

Offices, laboratories

Manufacturing, warehousing, wholesale, contractors' vards

. Limited retail

Primary Development Standards:

Height limit: 3 stories/35 feet

Floor area ratio: 1:1

Environmental standards for: noise, odor, heat, glare,

vibration, screening and enclosing

M (Manufacturing District)

Purposes:

None developed to date.

Permitted Uses:

All residential uses

Live/work units

Retail, service, office and all other commercial uses al-

lowed in the C-1 District

Manufacturing, warehousing, wholesaling, contractors' yards

Protected uses:

Arts and crafts establishments

Primary Development Standards

Height Limit: 3 stories/45 feet

Floor Area Ratio: none specified

Parking: Residential: 2/dwelling unit (1/1,000 sq.ft. if

more than 10 dwelling units)

Non-residential: 2/1,000 sq.ft. (3/1,000 for restaurants/

medical



Appendix E: Existing Levels of Service at Selected West Berkeley Intersections

The following intersection Levels of Service (LOS) are derived from various traffic studies available in the Berkeley Planning Department. Projected LOS's are derived assuming traffic improvements and are taken from the Waterfront EIR. Those intersections showing two LOS indicators reflect changing conditions between those two levels.

Intersection	Existing LOS	Projected 2010 LOS (EIR Waterfront)
Ashby/San Pablo ²	D	D with Improvements
Ashby/Seventh ³		*
San Pablo/Dwight ²		
San Pablo/Gilman ²		
San Pablo/University 2		
Seventh/Dwight 2	В	n/a
Sixth/Gilman 4	B	n/a
Sixth/Hearst 4	B	n/a
Sixth University ²	E)	F
University/West Frontage 2	D/E	n/a
I-80/Ashby (SB) 5	C	n/a
I-80/University (SB) ²	D/E	n/a
I-80/University (NB) 5	B	n/a
I-80/Gilman Interchange 2	E/F	n/a

Sources:

- 1. Fetsim II, Ashby Area, 1985
- 2. Waterfront EIR, 1986
- 3. Aquatic Park EIR
- 4. Transit 7F, 1986
- 5. Courtney EIR, 1986

(Extracted from West Berkeley Transportation Report October 1987)



Appendix F: Level of Service Definitions

The Traffic Level of Service (LOS) describes the quality of the driving experience at different levels of traffic volumes. Ratings range from "A" to "F", representing different conditions which go from free-flowing to jammed. The table below describes the travel conditions (speed and delay) normally associated with each LOS rating. Under "D" conditions, travel speeds are reduced to about one-half to one-third of those possible under the free-flowing conditions. Delays at the street intersections average up to 40 seconds. This is about the duration of a "red light", and it indicates that, on average, motorists wait through one red signal phase even if the signal is green when they arrive at the back of the queue. At Service Level "E", some motorists must wait through more than one full cycle of red and green signal indications before being able to pass through the intersection. At the "E" rated University Avenue/Sixth Street intersection, for example, about five to ten percent of the vehicles arriving in the p.m. peak hour currently have to wait through more than on red signal. Level of Service "D" is commonly used as the threshold beyond which traffic conditions are unacceptable. Measure S, an advisory measure passed in November 1986 urging City Council to establish traffic level standards for determining the level of development, mentions LOS "D" as the maximum traffic a street can handle without severe congestion.

Level of Service	Freeways (Speed)	Arterials ¹ (Speed)	Intersections (Delay)
Α	60 MPH	30 MPH	5 Sec
В	55 MPH	24 MPH	15 Sec
С	50 MPH	18 MPH	25 Sec
D	45 MPH	14 MPH	40 Sec
Ε	30 MPH	10 MPH	60 Sec
F	≤30 MPH	. ≤10 MPH	>60 Sec

¹Assumes free-flow speed or speed limit is 30 to 35 mph. Speed corresponding to each Service Level is average speed including time lost due to delays at intersections.

Sources: Transportation Research Board (TRB), <u>Highway Capacity Manual</u>, 1985; <u>Interim Materials on Highway Capacity</u>, 1980.



Appendix G: Growing, Stable and Declining Industry Sectors in all of Berkeley

Total number of jobs of 1986 is stated in parentheses (1983-86)

Growing Industry Sectors

Manufacturing

Machinery (681)

Electronic Equipment (308)

Transportation

Local urban public transport (383)

Services

Business Services (3,419)

Amusement/Recreation (514)

Retail

Eating and Drinking Establishments (3,588)

Food sales (1,118)

Miscellaneous retail (2,257)

Stable Industry Sectors

Manufacturing

Food Processing (362)

Fabricated Metals (450)

Miscellaneous Manufacturing (661)

Wholesale Trade

Miscellaneous Non-Durable Goods (649)

Retail

Auto Dealers and Gas Stations (628)

Furniture and Home Furnishings (515)

Services

Personal Services (822)

Auto Repair (610)

Health Services (5,269)

Social Services (506)

Misc. Services (723)

Declining Industry Sectors

Manufacturing

Printing (837)

Primary Metals (469)

Instruments (572)

Chemicals (965)

Wholesale Trade

Durable Goods (549)

Special Trades

Construction (1,435)

*Growing means this sector employed at least 500 employees in Berkeley in 1986 and grew by at least 100 jobs in 1983-86. Stable means this sector employed at least 500 employees in Berkeley in 1986 and grew by less than 100 jobs, lost fewer than 50 jobs, in 1983-86. Declining means this factor employed at least 500 employees in Berkeley in 1986 and lost 50 or more jobs in 1983-86.

Source: Berkeley Office of Economic Development, Economic Development and

West Berkeley, July 1, 1987; from Business Licence Data.



APPENDIX H: WEST BERKELEY INDUSTRIAL SECTOR TRENDS

SIC Industries	1986 Business Licenses	1983 Business Licenses	% Change	1986 ² Employee	1983 ³ s Employees	% Change	1986 ⁴ Gross Receipts	1983 ⁴ Gross Receipts	% Change
Agriculture, Forestry, Fishing ⁵	14	17	-18%	37	46	-20%	N/A	N/A	N/A
Mining, Construction 6	64	66	- 3%	333	330	1%	\$12,391,229	\$8,595.762	44%
Manufacturing	228	240	- 5%	4,906	5,291	-7%	\$255,823,203	\$226,509,905	13%
Transportation, Public Utilities	23	22	5%	189	165	15%	\$8,257,847	\$8,645,362	-4%
Wholesale Trade	99	111	-11%	507	662	-23%	\$47,367,847	\$43,391,032	9%
Retail Trade	278	263	6%	2,345	2,015	16%	\$156,770,554	\$120,129,754	31%
Finance, Insurance, Real Estate 7	503	489	3%	586	492	19%	\$15,894,763	\$11,027,290	44%
Services	471	445	6%	2,383	2,289	4%	\$84,977,446	\$64,279,581	32%
Public Administration ⁸	2	1	0%	9	1	800%	N/A	N/A	N/A
Total*	1,682	1,654	2%	11,295	11,291	0%	\$583,581,310	\$484,318,333	20%

- 1 The source of this date is City of Berkeley Business License data, 1983, 1986. This source does not include public institutions (i.e. State Department of Health, University of California at Berkeley, University of California Office of the President, City of Berkeley). The geographic area studied includes businesses within the area outlined by San Pablo Avenue (both sides included), the Albany border, the Oakland border, the Emeryville border, and the Bay.
- 2 In 1986 201 businesses reported 0 employees. 177 of these were in the "operators and lessors of real estate" SIC classification.
- 3 In 1983 195 businesses reported 0 employees. 171 of these were in the "operators and lessors of real estate" SIC classification.
- 4 Gross receipts reported on 1986 and 1983 business license applications are previous fiscal year gross receipts.
- 5 Gross receipts omitted because their publication could result in the disclosure of confidential information.
- 6 Includes businesses working on contract in Berkeley, with offices elsewhere.
- 7 Operators and lessors or real estate are required to obtain City of Berkeley business licenses. This industry includes 495 "operators and lessors of real estate" in 1986, and 480 "operators and lessors of real estate" in 1983. Banks and savings and loan associations are not required to obtain a business license, and are not included in business license data.
- 8 Gross receipts total includes all businesses, including those in SIC industries too small to disclose industry total.

Prepared by: City of Berkeley Office of Economic Development, 05/10/88



APPENDIX I ANNUAL PAY, SELECTED SECTORS, OAKLAND METROPOLITAN AREA, MID-1987

The data shown in the table below is drawn from the Employment Development Departments's (EDD) <u>California Employment and Payrolls</u> report for July-September 1987, the most recent available. The data is for the Oakland metropolitan area, which consists of Alameda and Contra Costa Counties. Figures are calculated by dividing quarterly payroll by average quarterly employees, then multiplying by 4 to derive an annual pay figure. The data is thus for all employees, including line workers, supervisors, and managers. The sectors reported on are those prominent in the Berkeley and/or West Berkeley economy.

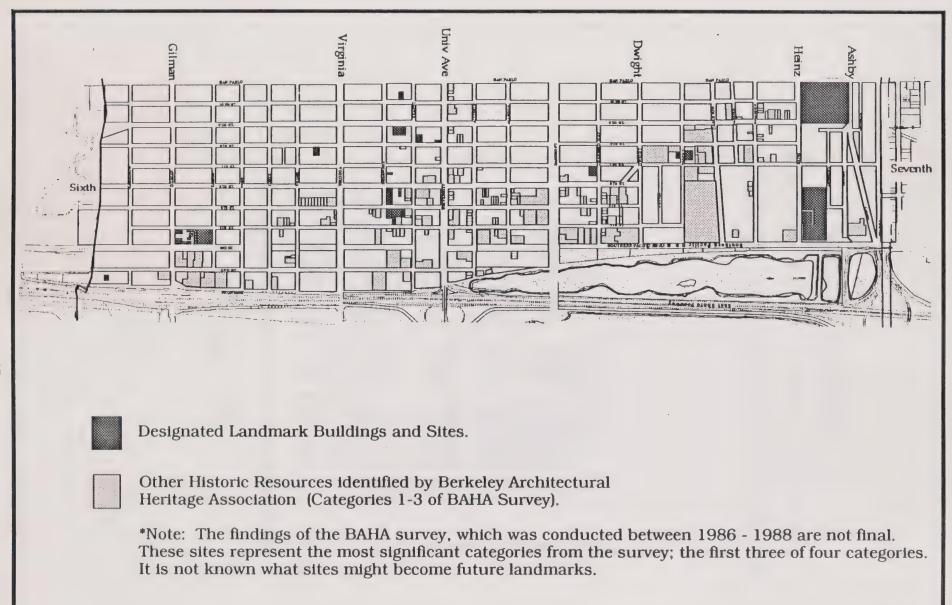
The meaning of certain sector names may not be evident. "Miscellaneous retail" include drug stores, liquor stores, bookstores, sporting goods stores, and mail order retailers, among others. "Miscellaneous services" focuses on engineering and architecture, research, and accounting and bookkeeping.

SECTOR	ANNUAL PAY
CONSTRUCTION	\$30.698
MANUFACTURING	·
Food Processing	
Apparel	
Printing	
Chemicals	\$34,500
Industrial Machinery	
TRANSPORTATION & PUBLIC UTILITY	IES \$31,082
WHOLESALE TRADE	\$27,426
Durable goods	\$28,157
Non-durable goods	\$26,043
FINANCE, INSURANCE & REAL ESTAT	E \$23,947
RETAIL TRADE	\$14,881
Food stores	\$22,072*
Auto dealers and Gas stations	\$23,015
Eating and drinking places	\$8,254
Miscellaneous Retail	\$14,047

SECTOR	ANNUAL PAY
SERVICES	\$20,824
Hotels and motels	\$11,877
Business services	\$21,463
Auto repair and rental	\$20,636
Health services:	\$26,067
Miscellaneous services	\$30,883
STATE GOVERNMENT (including UC)	\$28,860

*In the metropolitan area, food stores are dominated by large, typically unionized supermarkets. Berkeley has a higher proportion of small food stores, which often have lower wages.

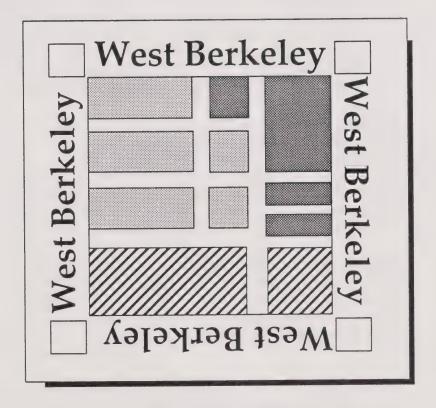




Appendix J: West Berkeley Historic Resources



Report Number 2: Preliminary Goals, Policies, and Implementation Strategies



October 1988

Revised per Committe review of October 1988



Report Number 2 Area PlanWorking Draft October 3, 1988

This document is part of a working draft of the proposed West Berkeley Area Plan. The Plan, when adopted, will become part of the City's General Plan, and will guide the physical and economic growth in West Berkeley for the next ten to fifteen years.

In its present form, the plan is called a working draft because it consists of a series of reports which are periodically produced for review and discussion by the West Berkeley Area Plan Committee, a group of citizens which advises the City's Planning Commission on preparation of the Plan. Together these reports and the Committee's review will be used to prepare a final draft Plan for consideration by the Planning Commission.

This report (No. 2 in the series) proposes eight preliminary goals as the core of the Plan, with a set of policies and implementation strategies to carry out each goal. Results of the Committee's discussion of these preliminary goals and policies are also shown in this document. For example, beside each policy is a notation about whether Committee consensus was achieved or not, andwhat information is needed, if any, is needed in order to formulate the policy.

These preliminary goals, policies and implementation strategies will be tested in the third report in this series, Alternate Growth Scenarios. An earlier report (No. 1, An Issues Profile of the Seven West Berkeley Subareas, May 1988), and the Committee discussions about that report, were used as the information base upon which these preliminary goals and policies were formed.

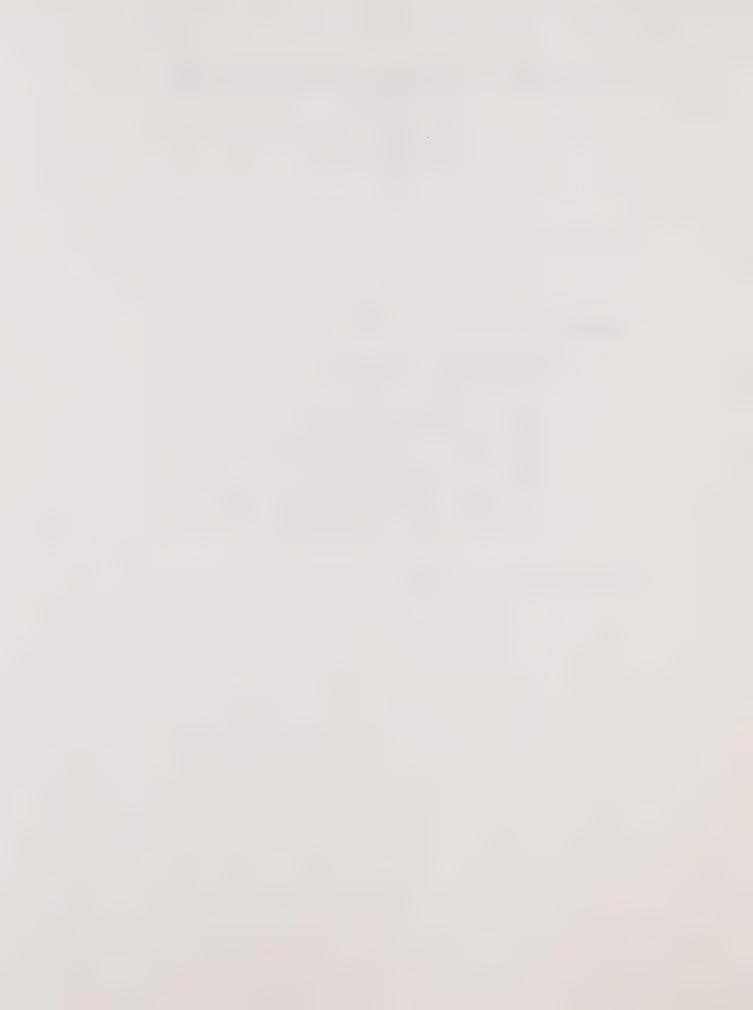
This report has been prepared by the staff of the City's Planning Division. Although it includes comments by the West Berkeley Area Plan Committee, the policy statements and implementation strategies presented here are preliminary in nature. Neither the Committee nor the Planning Commission has endorsed final policy language.



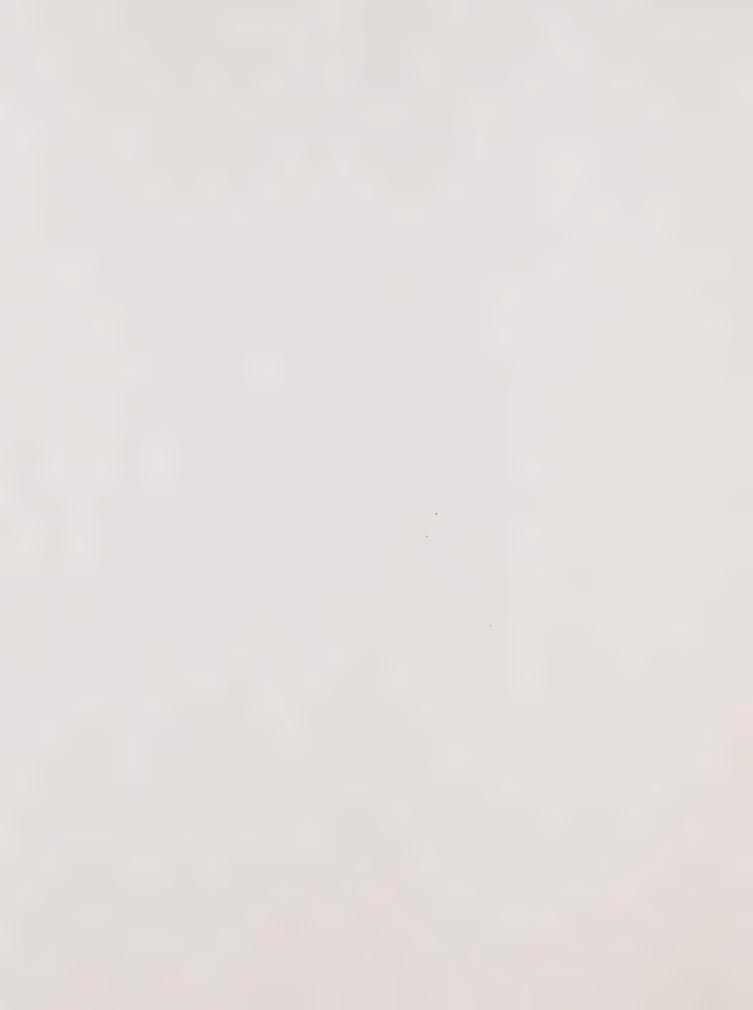
Report Number 2: Preliminary Goals, Policies & Implementation Strategies October 3, 1988

Table of Contents

l.	Preliminary Goals
	Preliminary Goals1
11.	Preliminary Policies & Implementation Strategies
	How to Read the Implementation Matrix2
	Goal One: Retain the mix of uses3
	Goal Two: Maintain the economic health and diversity6
	Goal Three: Create employment opportunities9
	Goal Four: Protect residential neighborhoods13
	Goal Five: Provide better support for residential neighborhoods16
	Goal Six: Retain the affordability of housing19
	Goal Seven: Enhance the environmental quality and safety22
	Goal Eight: Preserve the history of West Berkeley28
III.	Committee Comments & Discussion



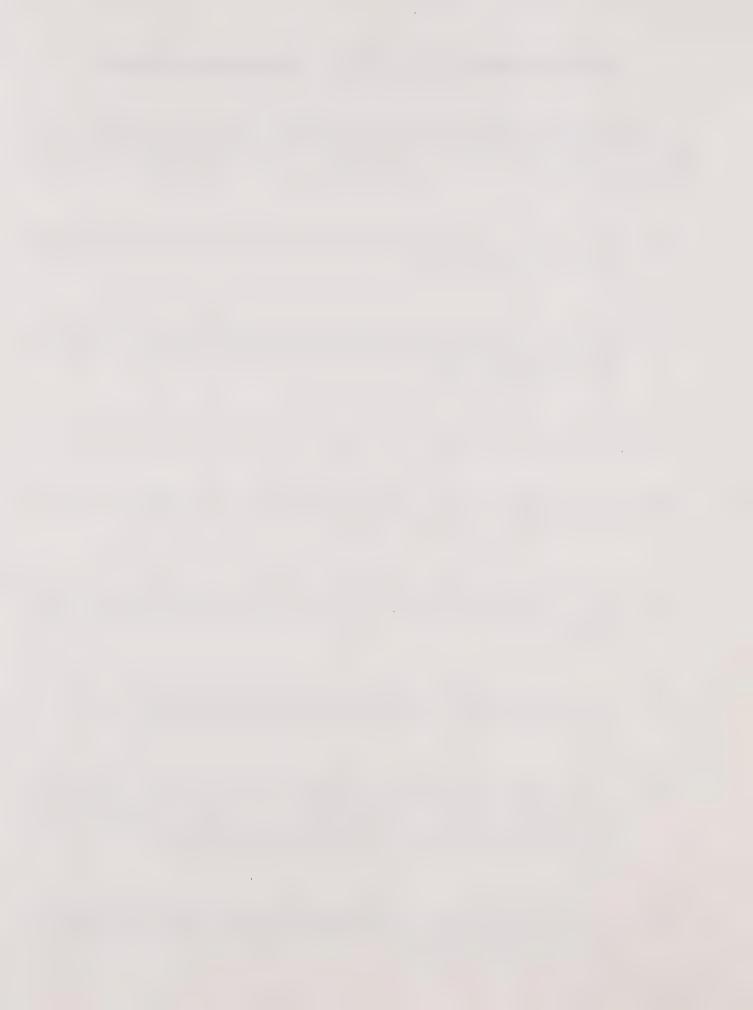
·			



West Berkeley Area Plan - Preliminary Goals

The West Berkeley Area Plan has the eight following goals as its primary aims. Each of the goals stems from a strong need or desire expressed by some part of the community. The Plan proposes a number of more specific policies and implementation measures to achieve these goals. These are presented in the next section.

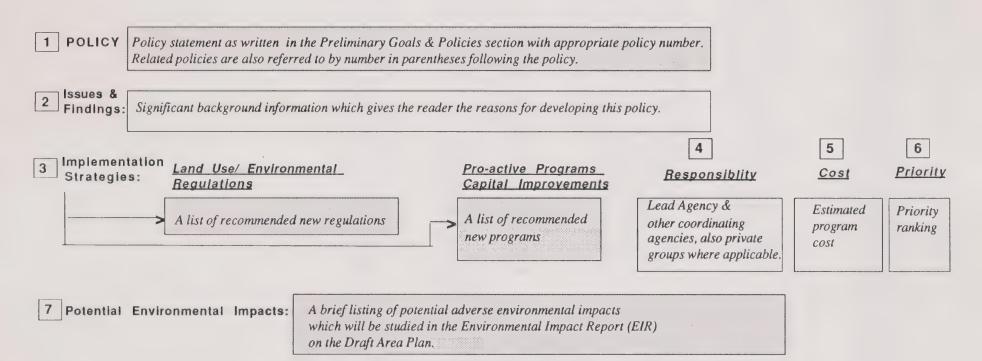
- Goal 1: Retain the present mix of uses throughout West Berkeley, while ensuring compatibility between neighboring uses.
- Goal 2: Maintain the economic health and diversity of the area by providing for both the growing economic sectors, and the existing small and expanding businesses which contribute to the area's vital employment mix.
- Goal 3: Create employment opportunites for West Berkeley and other Berkeley residents.
- Goal 4: Protect residential neighborhoods from the potentially adverse aspects of economic growth especially traffic, parking, and noise.
- **Goal 5:** Provide better support for residential neighborhoods in terms of crime prevention, open space and recreation, other public services, and enhanced neighborhood-serving commercial services.
- Goal 6: Retain the affordability of housing in the area, particularly for families, by creating new affordable units which are compatible with the character of the neighborhood.
- Goal 7: Enhance the environmental quality and safety of the area by reducing reliance on the single-occupant vehicle for transportation, enacting strict controls on the use of hazardous materials, reducing sources of air and noise pollution, creating programs for seismic retrofitting, and creating an effective emergency preparedness plan.
- Goal 8: Preserve the history of West Berkeley, particularly its industrial past, through preservation and design sensitivity. Also, enhance the visual quality of the commercial corridors and visual entryways to West Berkeley.

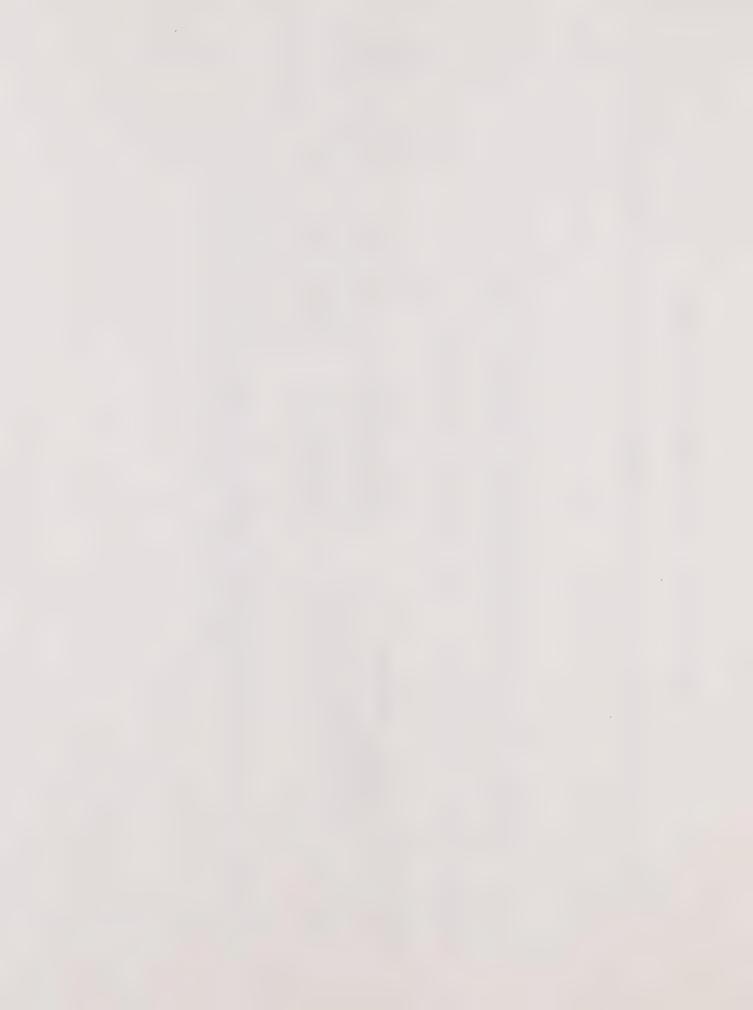


HOW TO READ THE IMPLEMENTATION MATRIX

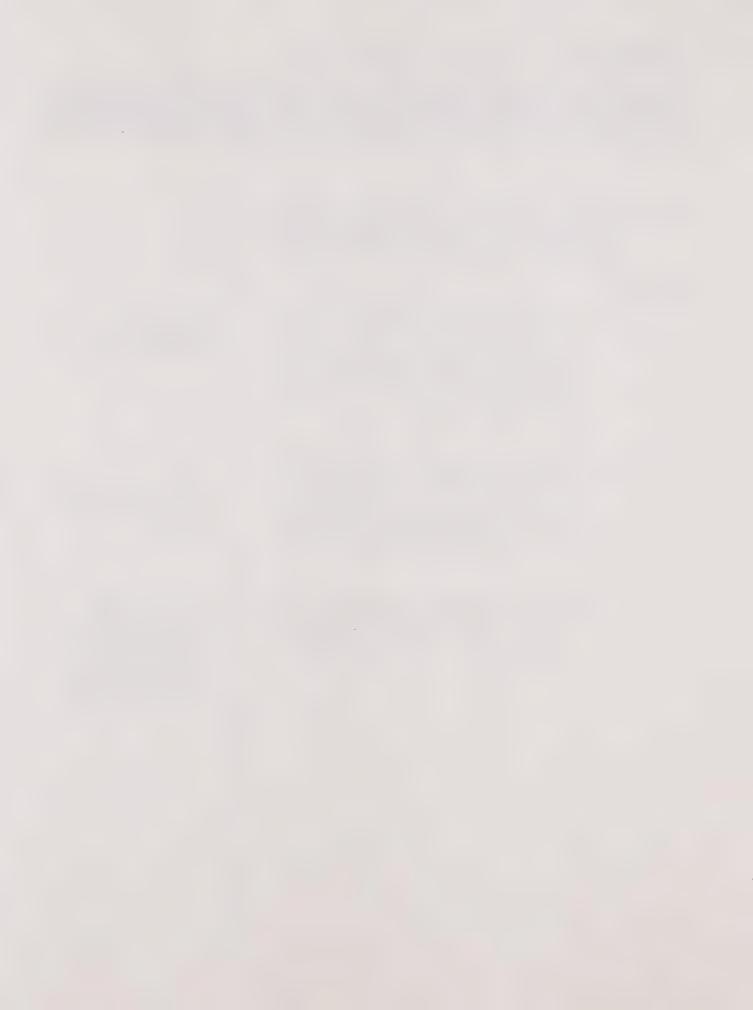
Note:

Shown below is an illustration of the implementation statement which accompanies each of the 35 policies listed in the Goals & Policies section. Together these 35 statements comprise the "Implementation Matrix" of the Plan.





Goal/ Policies	Status (as of 8/8/88)
Goal 1: Retain the diversity and geographic distribution of land uses in West Berkeley, while ensuring compatibility between neighboring uses.	
1.1 Outside of the residential core subarea, continue to allow for a diverse mix of residential, commercial, and industrial uses, while placing some restrictions on building scale and enacting specific performance standards for new uses.	Committee consensus; furthe discussion needed after deve oping draft standards
1.2 Maintain the residential core subarea as a primarily single-family dwelling area, with allowance for second units on lots, and provide a transition area between this and the more intensive office and industrial areas.	Consensus on concept; Sub- committe to make recommen dations on specific density and standards
1.3 Revitalize the Commercial Corridors, as well as portions of Ashby Avenue and Gilman Street, for retail and other community-serving uses.	No consensus; need to further define "revitalize" and also discuss Ashby Ave.; discussion needed on whether to intensify retail activity, and possible increase building envelope at certain "nodes".



POLICY 1.1

Outside the residential core subarea, continue to allow for a diverse mix of residential, commercial, and industrial uses, while placing some restrictions on building scale and enacting specific performance standards for new uses.

Issues & Findings:

The diverse mix of uses in West Berkeley provides a diverse economy, a broad range of job opportunities, and is vital to the area's demographic and socio-economic make-up. However, there have been demonstrated conflicts between adjoining uses (e.g. between residential and industrial uses), which should be avoided in the future. Creating development standards which ensure compatability between uses is prefered to creating separate districts.

Implementation Strategies:

A.) Land Use/ Environmental Regulations

- 1.) Continue to allow fro a broad range of uses in the 'M' and 'SI' zones, but adopt performance zoning compatibility, design and environmental standards.
- 2.) Develop a computerized permit tracking log to allow periodic monitoring of development levels.

B.) Pro-active Programs/Capital Improvements

- 1.) Develop business outreach and retention programs for West Berkeley businesses.
- 2.) Assist small businesses seeking financing for the purchase of their spaces; establish a revolving loan fund for this purpose.

Responsibility

Cost Priority

A - 1/2: Planning

A-3: Planning

Potential Environmental Impacts:

New zoning rules might increase the rate of development, particularly in the mixed use areas. Traffic and parking implications to be studied in the EIR.

POLICY 1.2

Maintain the residential core subarea as a primarily single-family dwelling area, with allowance for second units on lots, and provide a transition area between this and the more intensive mixed-use areas.

Issues & Findings:

The residential core is primarily an area developed with single-family structures. This character and density is desirable to maintain and protect. Second units on single family lots are an appropriate form of new affordable housing opportunities. Other forms of low- to moderate-density, design-conscious, infill housing is appropriate for adjacent transition areas.

Implementat Strategies:

Implementation A.) Land Use/ Environmental Regulations

- Maintain R-1A zoning in residential cores w/possible additional standards for 2nd units; designate nearby areas appropriate for other infill housing.
- Extend the Special Industrial ('SI') zoning district to sensitive areas near the residential core, and create site development standards for housing and other developments in the 'SI' district. (Boundaries and draft standards to be attached as an appendix to the Area Plan.)

B.) Pro-active Programs/Capital Improvements

- 1.) Assist homeowners in securing financing for the development of second units. (See 6.2;B1)
- 2.) Target in-lieu housing payments for modestlyscaled residential "infill" developments in the transition areas. (Coordinate w/6.4;B1)

Responsibility

Cost Priority

A-1,2: Planning

B-1: ProgramPlanning OED, Financial

Community

B-2: Planning, OED

Potential Environmental Impacts:

Development in the transition areas could increase traffic and parking spillover into the residential core neighborhoods.



POLICY 1.3

Revitalize the Commercial Corridors, as well as portions of Ashby Avenue and Gilman Street, for retail and other community-serving uses.

Issues & Findings:

There is a need to attract those uses which will make San Pablo Avenue a more "neighborhod-serving," retail district, while not discouraging those healthy community-serving uses. There is a concurrent need for development of pedestrian activity nodes, capital improvements and other visual enhancements.

Implementation Strategies:

Implementation A.) Land Use/ Environmental Regulations

- Amend current C-1 zoning to encourage desired uses, limit less desirable uses, and set appropriate development standards.
 (Draft changes to be included in the appendix to Area Plan.)
- 2.) Prepare design for improving streets & sidewalks; coordinate w/ design review guidelines. (Coordinate w/ Policy 8.2 & 8.4)

B.) Pro-active Programs/Capital Improvements

- 1.) Prepare and implement a capital improvements program which enhance pedestrian environment. (Coordinate w/ 2.3 & 5.4)
- 2.) Implement a business outreach program for this area which targets neighborhood- serving retail uses
- 3.) Target a portion of housing funds towards development of above-ground-floor housing on the commercial streets. (Coordinate w/6.4;B1)

Responsibility

Cost Priority

A-1: Planning

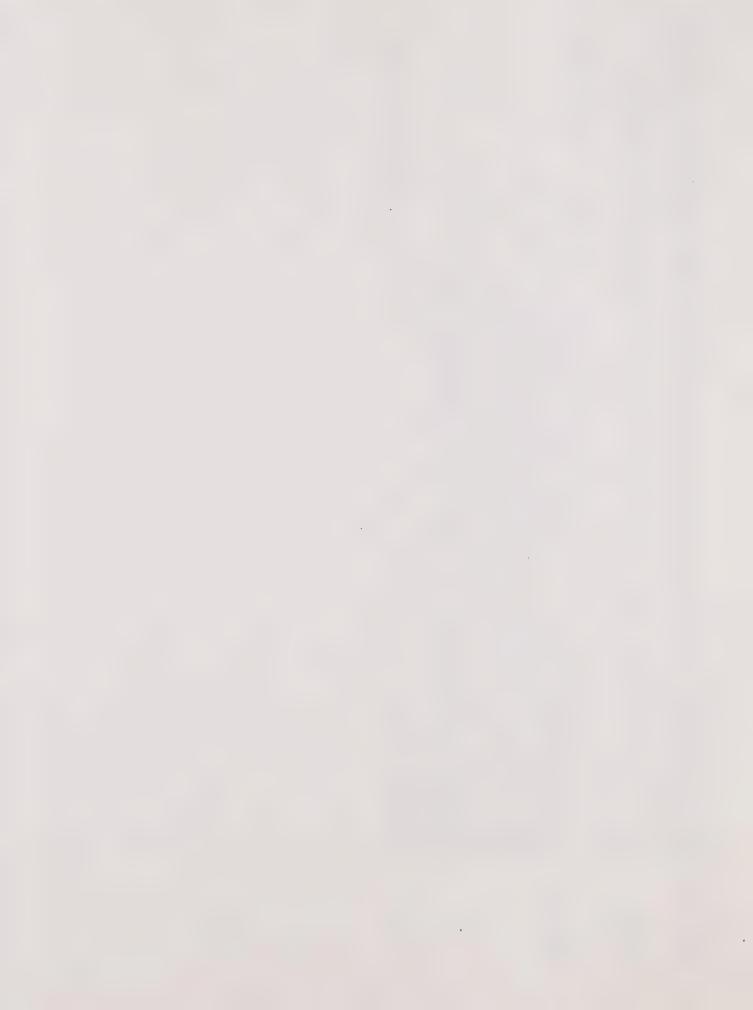
A-2/B-1: Planning & Public Works

B-2: OED, Chamber of Commerce (COC)

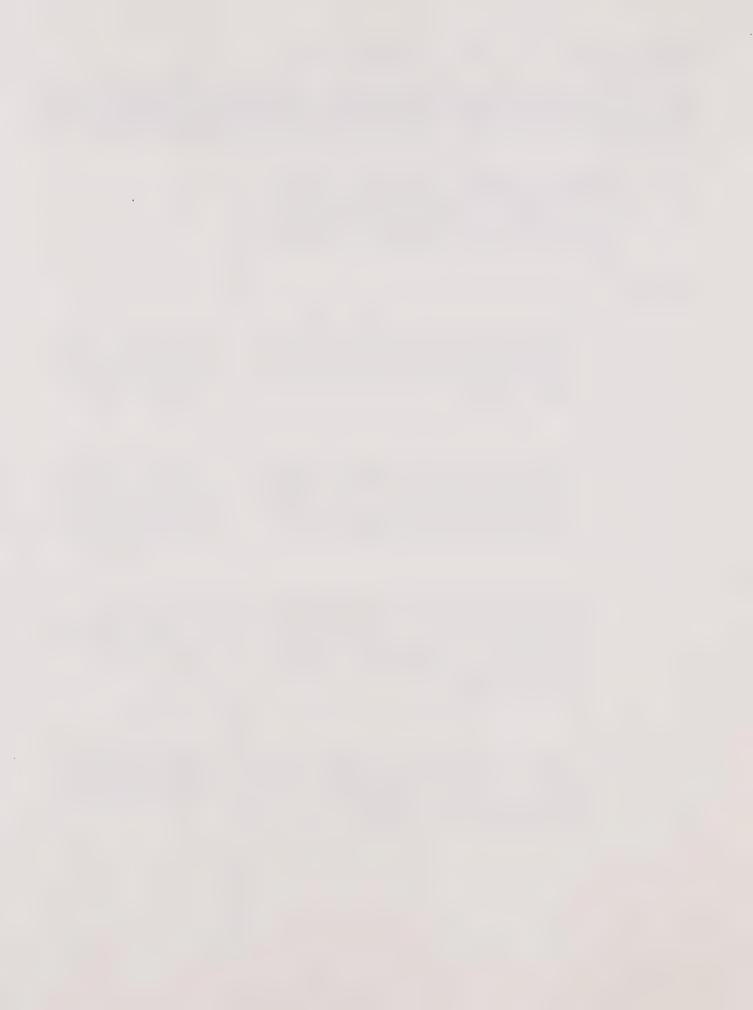
B-3: OED; Planning

Potential Environmental Impacts:

Traffic and parking spillover into neighborhoods. Toxic cleanup from reuse of auto sites. Noise from nighttime uses. Fiscal impact of business outreach.



	Goal/ Policies	Status (as of 8/8/88)
Goal 2:	Maintain the economic health and diversity of the area by providing for both the economic growth sectors and existing small and expanding businesses which contribute to the area's vital mix.	
Policies		
	2.1 Offer protections and stability, through zoning controls and business assistance, to existing small businesses, especially arts and crafts businesses.	Committee consensus on concept; 'M' district zoning-amendments drafted by sub-committee and initiated into law by Planning Commission
	2.2 Clarify and streamline existing zoning permit processes to allow growing businesses to expand more easily and for new start-up companies to more easily locate here.	No consensus; Committee agreement on concept of simplifying and speeding up permit process, but need to provide protections for small businesses and neighborhods
	2.3 Provide for critical infrastructure needs for new business, while assuring that these improvements are self-financed (e.g. assessment districts, development fees, etc. to the greatest extent possible.	No consensus; need to specify what infrastructure needs exist, and examine fiscal implications.
	2.4 Engage in an active outreach program to attract new businesses, which meet Berkeley's employment needs, and retain existing businesses which need to expand.	Consensus on concept; discussion needed on defining "employment needs".



POLICY 2.1

. . . .

Offer protections and stability, though zoning controls and business assistance, to existing small businesses, especially arts and crafts businesses.

Issues & Findings:

Small businesses, especially arts and crafts businesses, are an important part of the West Berkeley community and yet are particularly vulnerable to displacement, particularly in situations where they must compete for space with higher-paying commercial uses.

Implementati Strategies:

Implementation A.) Land Use/ Environmental Regulations

- 1.) Revise 'M' & 'SI' zoning district regulations to provide protection for arts & crafts uses in existing buildings (Coordinate w/2.2;A1)
- 2.) Create more specific zoning and building code standards for live/work units.

B.) Pro-active Programs/Capital Improvements

- 1.) Target a portion of housing funds/mitigation requirements for creation of live/work space.
- 2.) Establish and augment a revolving loan to assist small businesses with building acquisition. Coordinate w/ 3.5;B1/8.3;A1&B1)

Responsibility

Cost Priority

A1-2: Planning

B1: Planning, OED

B2: OED, Civic Arts Commission, Landmarks Pres. Comm.

Potential Environmental Impacts:

POLICY 2.2

Clarify and streamline existing zoning permit processes to allow growing businesses to expand more easily and for new start-up companies to more easily locate here.

Issues & Findings:

Small and growing businesses often find it difficult and undesirable to locate or expand in West Berkeley due to the length and uncertainty of the zoning approval process. Methods should be found to clarify and simplify the process, while preserving protection for existing businesses and neighborhoods.

Implementation Strategies:

Implementation A.) Land Use/ Environmental Regulations

- 1.) Amend 'M' & 'SI' zoning regulations to make greater use of administrative use permits and zoning permits. (Coordinate with 2.1.A.1)
- 2.) Clarify development standards in zoning ordinance.
- 3.) Prepare clear informational handouts on permit process for distribution at zoning counter.
- 4.) Create two-step approval process for major developments.

B.) Pro-active Programs/Capital Improvements

- 1.) Conduct a business survey to determine specific concerns with permit process. (Coordinate w/ 2.3;B1 & 2.4;B1)
- 2.) Notify business community and neighborhoods of improved permit process.

Responsibility

Cost Priority

A 1 - 4: Planning

B 1: Planning, OED Chamb. of Commerce

Potential Environmental Impacts:

A simplified zoning approval process could accelerate the rate of growth of non-residential development in West Berkeley.



Issues & Findings:

The condition of streets and sidewalks, street lighting, sewers and public parking is inadequate or deteriorated, and in some cases non-existent, in many parts of West Berkeley. This serves as a deterrent to keeping and attracting desired businesses.

Implementation Strategies:

Implementation A.) Land Use/ Environmental Regulations

1.) Create and implement assessment district(s), depending on outcome of B-1 & B-2. Also, possibly create new standard development fees for public infrastructure improvements.

B.) Pro-active Programs/Capital Improvements

- 1.) Conduct business survey to assess critical infrastructure needs, (Coordinate w/2.2;B1)
- Assess feasibility of assessment districts for critical improvements, such as parking facilities, road and sewer improvements, street lighting, etc. Feasibility study should compare assessment districts to alternate means of financing.

Responsibility

Cost Priority

A-1: Planning

B-1: OED, Planning Chamb, of Commerce

B-2: Planning, Public Works

Potential Environmental Impacts:

Potential growth inducement from improved infrastructure; fiscal impacts, if improvements are not totally self-financed; incremental addition to city maintenance costs.

POLICY 2.4

Engage in an active outreach program to attract new businesses, which meet Berkeley's employment needs, and retain existing businesses which need to expand.

Issues & Findings:

There are many existing West Berkeley businesses which help meet Berkeley's employment needs and want to expand. There are also many businesses with beneficial employment profiles which could be attracted here and also fit within the development limits and other environmental constraints established in the Area Plan.

Implementation Strategies:

Implementation A.) Land Use/ Environmental Regulations

B.) Pro-active Programs/Capital Improvements

- 1.) Conduct business survey to determine job creation potential, and jobs/skills match, for several industry sectors with beneficial employment profiles. (Coordinate w/2.2;B1)
- 2.) Develop and implement a business development program which asssists businesses that have beneficial employment characterisitics to expand or locate in West Berkeley. (Coordinate w/ 3.1)

Responsibility

Cost Priority

B-1: Planning, OED, Chamb. of Commerce

B-2: OED

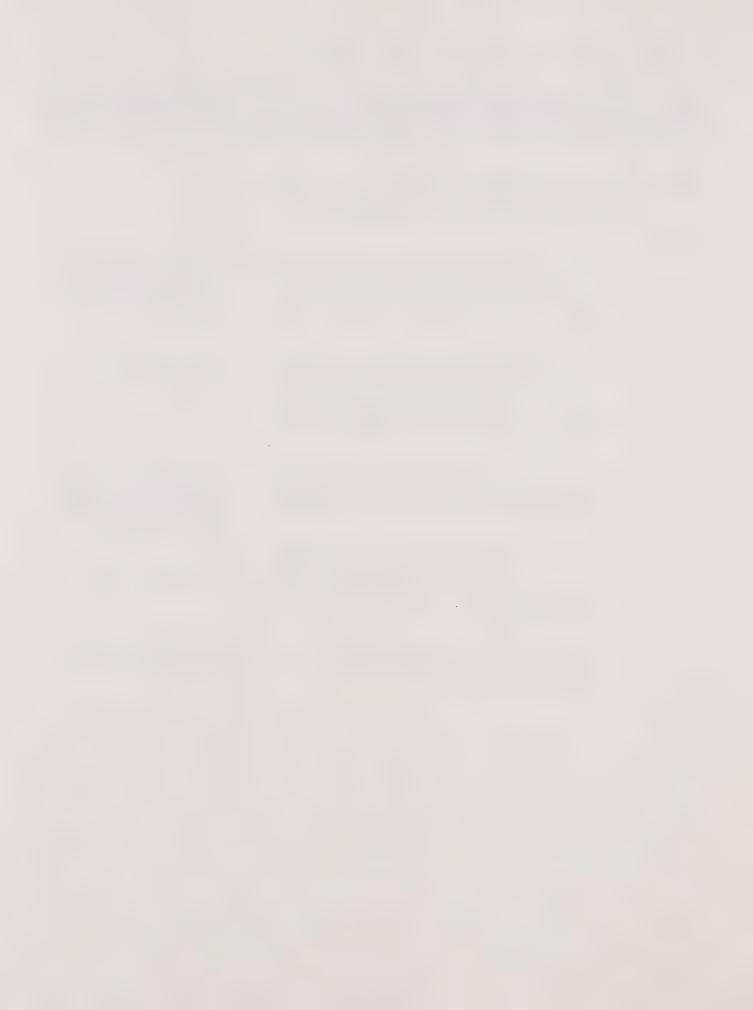
Potential Environmental Impacts:

New businesses will bring associated housing demand, traffic, parking needs, etc. However, these impacts would be reduced somewhat by retaining existing businesses and achieving a better jobs/skill match with new businesses. Possible fiscal impacts from outreach program.

OX



	Goal/ Policies	Status (as of 8/8/88)
	ate employment opportunites for West keley and other Berkeley residents.	
Policies:		
3.3	Through hiring programs, ensure that a significant share of new private sector jobs created in West Berkeley go to Berkeley residents.	Consensus on concept; need further discussion of how programs work, how requirements are enforced
3.2	Give highest priority in business attraction efforts to businesses which have a match with skills and employment needs of West Berkeley residents and Berkeley's unemployed.	Committee consensus
3.3	3 Create employment training for West Berkeley's unemployed and under employed.	Consensus on concept; discussion needed on how training and retraining can be realistically accomplished.
3.4	Increase community awareness of employment and training opportunites through aggressive outreach and active interagency coordination.	Committee consensus
3.5	5 Promote opportunities for small business ownership by minorities.	Committee consensus; add: "and women"



- POLICY 3.1 Through hiring programs, ensure that a significant share of new private sector jobs created in West Berkeley go to Berkeley residents.
- A high percentage of Berkeley residents commute outside Berkeley for work. There are also many residents who are unemployed or underemployed who could fill many of the new jobs being created. Berkeley should have a strategy which matches these workers (including potential workers) with the new jobs being created.

Implementation Strategies: 1.) Require "First Source" hiring agreements as a standard condition of use permit approvals for new buildings over 10K sq ft and for new businesses with more than 5 employees.

B.) Pro-active Programs/Capital Improvements

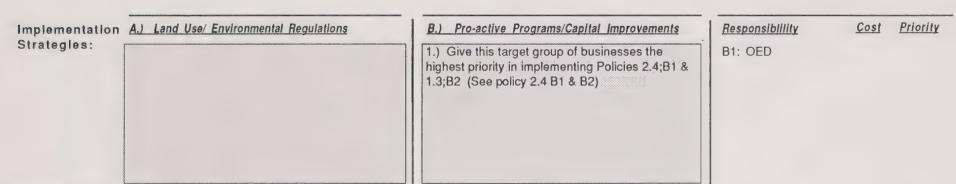
1.) Develop a "First Source" hiring program for West Berkeley, both for new and existing businesses. (Coordinate with 3,3/3,4)

Responsibility	Cost	<u>Priority</u>
A1: Planning B1: OED		

Potential Environmental Impacts:

As noted elsewhere, new non-residential development will bring about a series of potential impacts. However, their level of impact can be reduced by filing new jobs with Berkeley residents.

- POLICY 3.2 Give highest priority in business attraction efforts to businesses which have a match with skills and employment needs of West Berkeley residents and Berkeley's unemployed.
- Business retention and attraction efforts will serve a number of goals. However, matching new jobs with Berkeley residents who need work and career advancement is the most important of these, and has the greatest potential rewards. Implementation of this policy needs to be coordinated with 3.3.



Potential Environmental Impacts:

Fiscal implications. Potential reduction of level of impact typically associated with new growth if attraction efforts results in Berkeley residents filling a higher portion of new jobs.



Fiscal implications

POLICY 3.3 Create employment training for West Berkeley's unemployed and underempolyed. Job market and business attraction efforts are expected to create a significant number of new jobs in West Berkeley in the coming years. Many West Issues & Berkeley and other Berkeley residents could be employed by these new or expanding businesses with proper training. Findings: Implementation A.) Land Use/ Environmental Regulations B.) Pro-active Programs/Capital Improvements Priority Responsibility Cost Strategies: 1.) Prepare and implement a program for B-1,2: OED, Training improving the linkage between existing training & Placement agencies and the City's First Source Hiring Agencies program. B-2) Health & Human 2.) Work with training agencies to develop job Services readiness programs. Potential Environmental Impacts: Fiscal implications. Potential reduction of level of impact typically associated with new growth if training efforts results in Berkeley residents filling a higher portion of new jobs. POLICY 3.4 Increase community awareness of employment and training opportunities through aggressive outreach and active interagency coordination. Business attraction, hiring programs, and training programs will not succeed unless the community - particuluarly those who are unemployed or Issues & underemployed - know about these and have easy access to them. FindIngs: Implementation A.) Land Use/ Environmental Regulations B.) Pro-active Programs/Capital Improvements Responsibility Cost Priority Strategies: 1) Develop and implement a community B-1) OED; HHS, and awareness program which emphasizes ease of placement agencies access for prospective employers and employees. (Coordinate with 3.2 and 3.3) Potential Environmental Impacts:



Promote opportunities for small business ownership by minorities and women.

Minorities make up 70% of the resident population in West Berkeley, and yet are substantially under-represented in the ownership of small local businesses, as are women. Opportunities for increased representation are possible with technical and funding assistance.

B.) Pro-active Programs/Capital Improvements

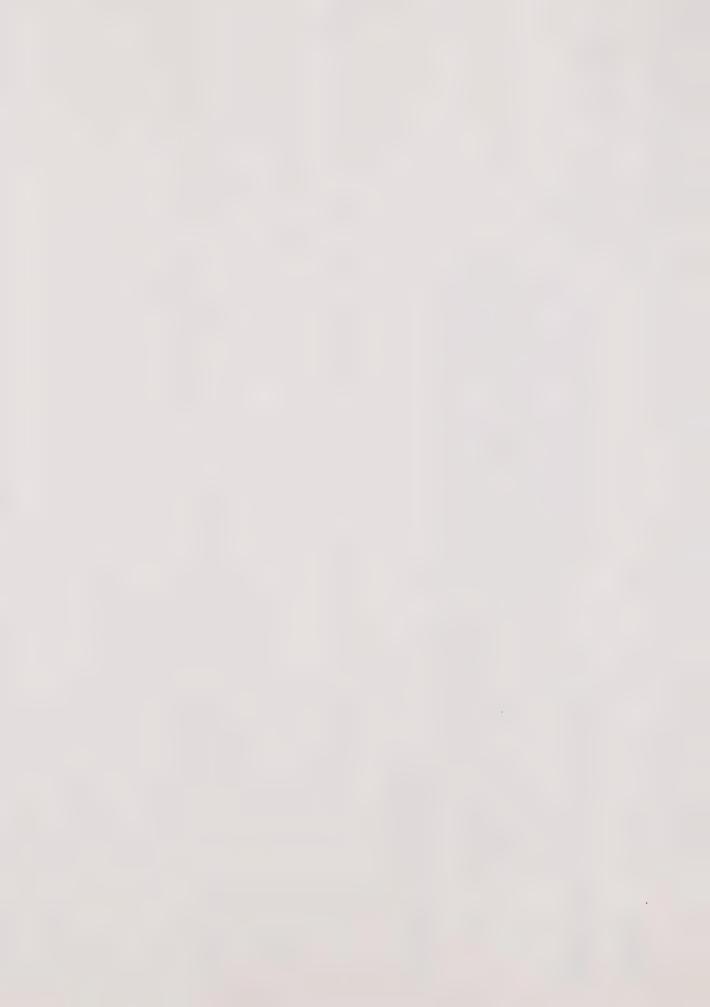
1) Develop and implement a technical and funding assistance program for start-up or expanding businesses owned by minorities and women.

Responsibility Cost Priority

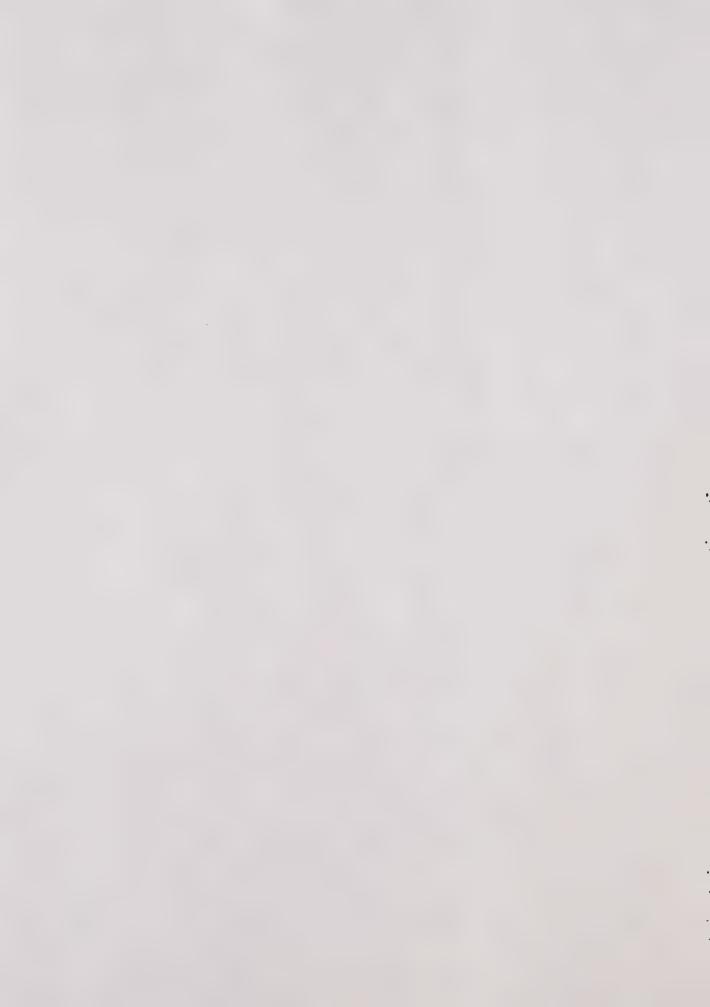
B-1: OED; Financial Community

Potential Environmental Impacts:

Fiscal implications



Goal/ Policies		Status (as of 8/8/88)	
	impa	ectresidential neighborhoods from adverse acts of growth - especially traffic, parking, noise.	
Policies:			
	4.1	Protect residential streets from through-traf- fic (both from trucks and commuters).	Committee consensus
	4.2	Protect residential areas from parking spill- over, generated by nearby office and retail uses.	Committee consensus; subustitute "business" for "office and retail uses".
	4.3	Ensure that new development within the residential areas is compatible with the surrounding residential uses.	Consensus on concept; need further definition of "residential area" and further discussion ofter drafting compatibility standards.



POLICY 4.1

Protect residential streets from through-traffic (both from trucks and commuters).

Issues & Findings:

Through traffic using residential streets creates noise and sometimes poses hazards for residents, in terms of both pedestrian safety and the potential of accidental spill of hazardous materials.

Implementation Strategies:

Implementation A.) Land Use/ Environmental Regulations

- 1.) Implement and enforce the Truck Route Ordinance. (Coordinate w/7.5;A3)
- Prepare a plan for critical traffic improvements which matches the needs of the final Area Plan. (Draft traffic improvement plan to be included as an appendix to the Area Plan.)

B.) Pro-active Programs/Capital Improvements

- 1.) Improve and install traffic control devices (signals, stop signs, barriers or partial barriers, turn lanes, etc.) where appropriate to improve traffic flow on the major corridors and inhibit through traffic on residential streets. Tie these improvements to one of three sources:
 - use permit requirements
 - assessment districts
 - City capital improvements program

Responsibility

Cost Priority

All: Planning, Public Works

Potential Environmental Impacts:

Some traffic will be redirected onto the major traffic corridors, increasing traffic volumes there.

POLICY 4.2

Protect residential areas from parking spillover generated by nearby office and retail development.

Issues & Findings:

Although the majority of West Berkeley's residential street have adequate parking capacity, some areas particularly those near portions of San Pablo Avenue, and very near offices and restaruants in the Southwest subarea, often experience parking spillover which could worsen with new development.

Implementation Strategies:

A.) Land Use/ Environmental Regulations

- 1.) Review parking standards in the 'M', 'SI' and 'C-1' zoning districts; review to examine parking requirements for different uses, in-lieu fees, etc. (Draft standards to be an appendix of the Area Plan.) Amend regulations as necessary.
- 2.) Develop standard use permit conditions or zoning regulations for commute trip reduction. (See Policies 7.3 & 7.4)

B.) Pro-active Programs/Capital Improvements

- Investigate the possibility of creating parking assessment districts, municipal parking lots/structures. (See Policy 2.3 & 7.3)
- 2.) Support commute trip reduction strategies. (See Policies 7.3 & 7.4)

Responsibility

Cost Priority

A1-2: Planning

B-1: Planning, OED, Finance, Public Works

B-2: Planning, Berkeley TRiP, AC Transit

Potential Environmental Impacts:



POLICY 4.3 Ensure that new development within the residential areas is compatible with the surrounding residential uses.

Issues & Findings: New development, whether residential or commercial/industrial, has often been insensitive to existing residential use in the vicinity. Conflicts have appeared in terms of scale, design, noise, and parking.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

- 1.) Create site development standards for new housing, and for new non-residential development near housing, in the 'M 'and' SI' zoning districts. (See Policies 1.1 & 1.2. Draft standards to be an appendix in the Area Plan).
- 2.) Maintain R-1A zoning in residential core areas. (See Policy 1.2).

B.)	Pro-active	Programs/Capital	Improvements	
- 1			P4.	

Responsibility Priority Cost

A-1,2: Planning

Potential Environmental Impacts:

Creation of more sensitive building standards should reduce the level of potentially adverse visual, parking and noise impacts.



Goal/ Policies		Status (as of 8/8/88)	
hoo and han	vide better support for residential neighbords in terms of crime prevention, open space recreation, other public services, and enced neighborhood- serving commercial rices.		
Policies: 5.1	Intensify crime prevention efforts through a number of means, including job creation and vocational training, after school and weekend activies at schools and parks, increased retail uses along San Pablo Avenue which increase pedestrian activity, neighborhood watch groups, and increased police surveillance/response time.	Consensus on concept; discussion needed on prioritization of possible implementation strategies.	
5.2	Encourage neighborhood-serving retail uses to locate along San Pablo Avenue, through an active business outreach program.	Committee consensus (see comments on Policy 1.3)	
5.3	Serve recreational needs of the West Berkeley community by creating a new neighborhood park in or near the southern residential core subarea, and by improving recreational opportunities at Aquatic Park.	Committee consensus	
5.4	Create a capital improvements program which meets the critical needs of the West Berkeley residential neighborhoods in the next five years, particularly with regard to streets and sidewalks.	Consensus on concept; discussion needed on priorities and fiscal implications; concern about water system and sewers	



POLICY 5.1

Intensify crime prevention efforts through a number of means, including job creation and vocational training, after school and weekend activities at schools and parks, increased retail uses along San Pablo Avenue which increase pedestrian activity, neighborhood watch groups, and increased police surveillance, and response time.

Issues & Findings:

Residents and merchants have identified crime, especially drug-related crime, as an issue of primary importance. Police reports continually show West Berkeley to be one of the City's highest crime areas. Over the long term, crime can only be reduced by using a wide range of means such as those identified below. The Area Plan needs to adopt a comprehensive policy approach aimed at making systemic changes, in addition to using traditional

Implementation Strategies:

A.) Land Use/ Environmental Regulations

B) cont'd:

corridors. (See 1.3;B2)

- 4) Increase the number of, participation in, and training for, neighborhood watch groups.
- 5) Increase police response in the area.

B.) Pro-active Programs/Capital Improvements

- 1) Support skills (vocational) training in schools and non-profits organizations, and support vocational/employment outreach programs. (See policies 3.3 and 3.4.)
- 2) Create structured recreation programs (after-school, weekends) for area residents/youth at parks and schools.
- 3) Target business outreach programs to attract new retail businesses on the commercial.

Priority Cost Responsibility

B-1: OED, Schools

B-2: Parks and Rec.

B-3: OED

B-4,5: Neighborhood groups, Police

Potential Environmental Impacts:

Fiscal impact of additional programs and police activities.

POLICY 5.2

Encourage neighborhood serving retail uses to locate along San Pablo Avenue, through an active business outreach program.

Issues & Findings:

West Berkeley residents frequently must drive to other areas of the City to find basic neighborhood retail services, such as grocery stores, even though opportunities to locate these in the commercial corridors exist.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

1) Amend zoning regulations to reflect desired uses and promote mixed resid./retail development. (See Policy 1.3.)

B.) Pro-active Programs/Capital Improvements

1) Target business outreach efforts for the commercial corridors for neighborhood-serving retail. (See Policy 1.3.)

Responsibility

Priority

A-1: Planning

B-1: OED, Chamber of Commerce

Potential Environmental Impacts:

Additional localized traffic and parking demand; some reduction in cross-town shopping trips.



Issues & Findings: While the northern residential core area has the benefit of a neighborhood park (James Kinney), the southern core has no comparable facility. Aquatic Park is also a potentially great recreational resource for West Berkeley, but is in need of improvement.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

1) Require development fees for new projects which would apply to acquisition of a neighborhood park.

B.) Pro-active Programs/Capital Improvements

1) Identify possible park sites for aquisition and development of a neighborhood park.

2) Assure that Aquatic Park Master Plan reflects West Berkeley needs and concerns.

3) Create more structured activities at Aquatic Park.

4) Provide linkages to area parks in the bike route plan. (See 7.4;B1)

Responsibility

Cost Priority

A1) B1) Planning: OED

B2-3) Park & Rec

B4) Planning; Public

Works: Parks and

Rec

Potential Environmental Impacts:

Possible increases in localized traffic and parking.

POLICY 5.4

Create a capital improvements program which meets the critical needs of the West Berkeley residential neighborhoods in the next five years, particularly with regard to streets and sidewalks.

Issues & Findings: Much of the basic infrastructure (street, sidewalks, lighting, sewers and storm drains) in the residential areas of West Berkeley is deteriorated or inadequate.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

B.) Pro-active Programs/Capital Improvements

1.) Prepare and implement a capital improvement program for streets and sidewalks in residential areas. (Coordinate with Policy 2.3.)

2.) Study the feasibility of creating residential assessment district(s) to make certain improvements to residential neighborhoods.

Responsibility

Cost Priority

B-1,2: Planning, Public Works

Potential Environmental Impacts:

Fiscal implications



Goal/ Policies	Status (as of 8/8/88)
Goal 6: Retain the affordability of housing in the area, particularly for families, by creating new affordable units which are compatible with the character of the neighborhood.	
6.1 Create new housing primarily in the form of second units and two-story townhouses in residential areas, above ground floor commercial in the commercial corridors, and in the form of live-work units in existing industrial or commercial buildings.	No consensus; discussion needed regarding appropriate residential densities; further definition of "residential areas" (see Policies 1.2 & 4.3)
6.2 Make available, to the greatest extent possible, below-market rate finacing for second units and residential rehabilitation.	Consensus on concept; more information needed on sources of financing
6.3 Require affordable housing production or in-lieu of production payments for new job-generating developments such as office, industrial and research and development.	Consensus on concept; discussion needed on possibly establishing mitigation fees
6.4 Preserve the diversity of West Berkeley's resident population by prioritizing programs which minimize the loss of special needs groups (minorities, elderly, disabled).	Committee consensus; more information needed from residents survey on who these groups are



POLICY 6.1 Create new housing primarily in the form of second units and two-story townhouses in residential areas, above ground floor commercial in the commercial corridors, and in the form of live-work units in existing industrial or commercial buildinas.

issues & Findings: Berkeley, in general, is in need of affordable housing. In West Berkeley, many families of modest incomes can no longer find housing. New housing should be sensitive to the physical environment, as well as being affordable.

Strategies:

Implementation A.) Land Use/ Environmental Regulations (See Policies 1.2 and 4.3)

B.) Pro-active Programs/Capital Improvements

1) Assist those homeowners wishing to construct a second unit by providing loan and technical assistance.

Responsibility

Cost Priority

B-1: OED

Potential Environmental Impacts:

Fiscal implications

POLICY 6.2

Make available, to the greatest extent possible, below-market rate financing for second units and residential rehabilitation.

Issues & Findings: One way to meet a portion of the need for additional and affordable housing within the building pattern of the residential core areas is to expand existing dwellings to create second dwelling units: e.g. by raising the house to add a new ground floor. Many residential structures are also in need of rehabilitation.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

B.) Pro-active Programs/Capital Improvements

1) Provide technical and financial assistance to single-family homes in the residential core areas, in the form of below-market rate loans, for the purpose of creating second units.

2) Provide technical and financial assistance to owners of residnetial structures for rehabilitation. (Coordinate w/7.7;B2)

Responsibility

Cost Priority

B-1,2: Program Planning, OED; Financial community

Potential Environmental Impacts:

The availability of below-markt-rate financing could increase the number of new dwellings created under the Plan.



POLICY 6.3

Require affordable housing production or in-lieu of production payments for new job-generating developments such as office, industrial, and research and development.

Issues & Findings: New and expanding businesses of this kind, even when engaging in local hiring and training programs, bring with them a demand for housing. Often this demand results in raisining the price of housing in Berkeley, making that housing less affordable to existing Berkeley residents. This should be offset by creating new affordable housing.

Strategles:

Implementation A.) Land Use/ Environmental Regulations

1) Develop and enact zoning provisions which require direct housing production (1st choice) or payment of in-lieu-of-production monies to be used by the City for housing production or subsidy.

B.) Pro-active Programs/Capital Improvements

1.) Identify sites appropriate for in-fill housing; develop plan for expending in-lieu-of-production funds.

Responsibility

Priority Cost

A-1: Planning; OED; Program Planning B-1: Planning

Potential Environmental Impacts:

This policy should reduce net housing demand from new development. Potential for secondary, localized impacts of new housing.

POLICY 6.4

Preserve the diversity of West Berkeley's resident population by prioritizing programs which minimize the loss of special needs groups (minorities, elderly, disabled).

Issues & Findings: As housing prices rise and public services are restricted, special needs groups are particularly threatened with displacement from West Berkeley. Employment, training, housing, and other publicly-assisted programs need to make assistance to these groups a priority.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

B.) Pro-active Programs/Capital Improvements

1) In developing and implementing the programs referred to in Policies 3.2: 3.3: 6.1: 6.2: and 6.3. emphasize provisions which address the needs of minroities, the elderly, and the disabled.

Responsibility

Cost Priority

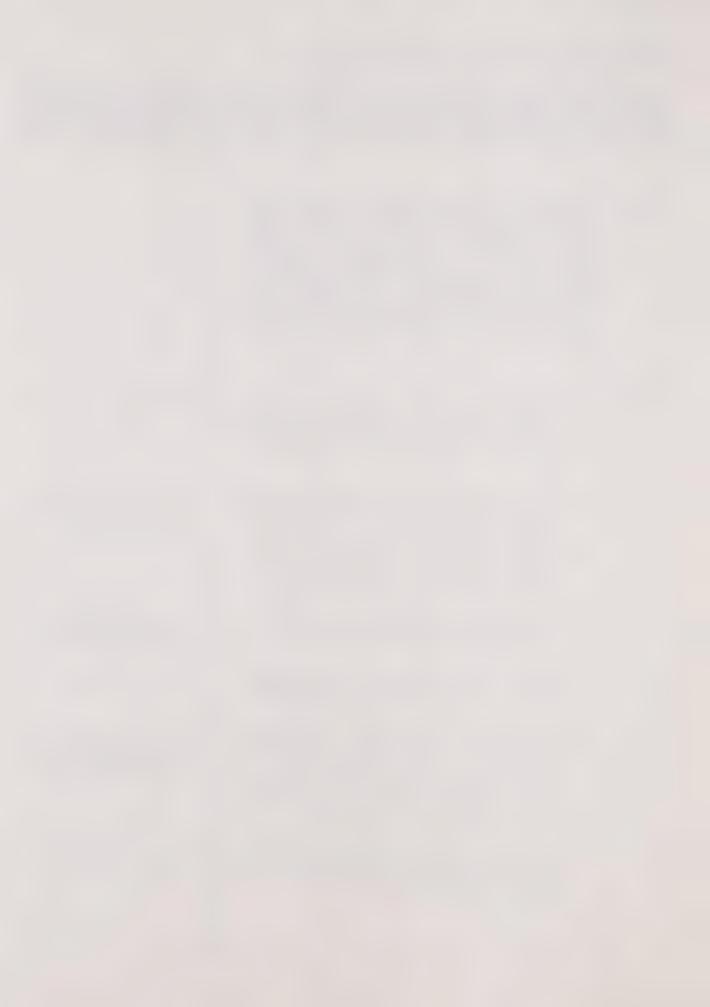
B-1: HHS: OED: Program Planning

Potential Environmental Impacts:

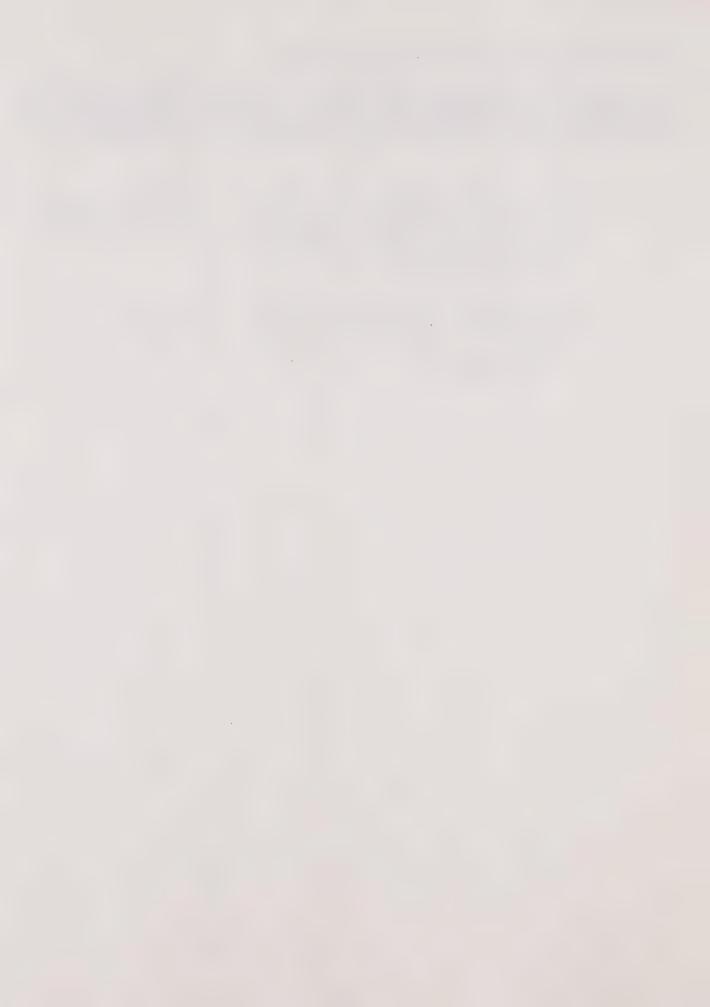
None



Goal/ Policies		Status (as of 8/8/88)
o o s a c	Enhance the environmental quality and safety of the area by reducing reliance on the single-occupant vehicle for transportation, enacting strict controls on the use of hazardous materials, reducing sources of air and noise pollution, creating programs for seismic retrofitting, and creating an effective emergency preparedness plan.	
Policies:	7.1 Reduce reliance on the single-occupant vehicle by actively encouraging and providing for the use of alternate means of transportation.	Committee consensus
	7.2 Insure adequate and safe vehicular travel within West Berkeley by making needed improvements and by linking new development to the ability to maintain Level of Service 'D' or better at affected intersections.	Consensus on concept; discussion needed what is an acceptable LOS level
	7.3 Create and maintain adequate parking to support West Berkeley land use policies.	Committee consensus; need further discussion on financial burden to public
	7.4 Promote safe and convenient pedestrian/ bicycle access in and around West Berkeley.	Committee consensus
	7.5 Reduce the risk of exposure to hazardous materials by enacting strict performance standards for new developments, enforcing clean-up measures on existing businesses, and creating rules for local transport.	Committee consensus; more information needed on costs (public v. private burden)
	7.6 Actively work with existing sources of noise and air pollution, and relevant agencies, to reduce current levels of impact.	Committee consensus



Goal/ Policies	Status (as of 8/8/88)
7.7 Survey, prioritize, and require retrofiting of seismically dangerous commercial and public assembly structures, and seek sources of below-market rate financing for retrofitting residential structures.	Consensus on concept; discussion needed on possible sources of financial assistance
7.8 Ensure that a City-wide emergency preparedness plan is prepared which takes West Berkeley's particular needs and characteristics into account.	Committee consensus



POLICY 7.1

Reduce reliance on the single-occupant vehicle by actively encouraging and providing for the use of alternate means of transportation.

Issues & Findings:

Nearly 70% of all West Berkeley work trips are by single occupant vehicles; conditions are further exacerbated by poor linkage to BART and lack of sufficient service by AC Transit (particularly on north- south routes).

Implementation Strategies:

A.) Land Use/ Environmental Regulations

1.) Establish a Transportation System
Management (TSM) Ordinance for West Berkeley
which requires new developments to incorporate
provisions for alternate means of transportation.
(Critical TSM features to be included as an
appendix to Area Plan.)

B.) Pro-active Programs/Capital Improvements

1.) Establish shuttle service to BART.

2.) Improve AC transit service to and within West Berkeley.

3.) Install safer, weather-protected bus stops at transfer points.

(Draft measures for improving transit to be included as an appendix to the Area Plan.)

Responsibility

Cost Priority

A-1: Planning

B-1,3: Planning; AC;

BART

Potential Environmental Impacts:

These measures will reduce levels of traffic.

POLICY 7.2

Insure adequate and safe vehicular travel within West Berkeley, by making needed improvements and by linking new development to the ability to maintain Level of Service 'D' or better at affected intersections.

Issues & Findings:

Several critical intersection in West Berkeley are already overly congested (operating at Level of Service 'E' or worse during peak traffic period); this situation will worsen with increased development unless a coordinated plan in implemented for managing traffic and making needed improvements.

Implementation Strategies:

A.) Land Use/ Environmental Regulations

1) As a standard use permit condition for any new non-residential development over 10k sq ft, require demonstration that no affected intersection will drop to LOS 'E' or worse, and require improvements as necessary to insure this.

B.) Pro-active Programs/Capital Improvements

1) At intersection with an existing LOS 'E' or worse, make improvements as necessary (left turn lanes, signals, etc.) to bring these up to at least LOS 'D'. (Coordinate w/2.3; 4.1)

2) Improve the street maintenance program.

3) Work with the Cities of Emeryville and Albany to reduce the flow of traffic into Berkeley.

Responsibility

Cost Priority

A-1: Planning

B-1,2: Public Works

B-3: Planning

Potential Environmental Impacts:

In general, these measures should reduce the level of traffic impacts. However, improvements to the system could act as an incentive to growth, which could impact other areas.



Issues & Findings:

Many of the industrial and commercial structures in West Berkeley were built when no on-site parking was required. As those buildings are converted to house more intensive uses, the on-street parking supply dwindles. However, opportunities exist for centralized parking facilities.

Implementation Strategies:

A.) Land Use/ Environmental Regulations

1) Review and revise, as necessary, parking standards for the 'M', 'SI', and 'C-1' zoning districts. (See policy 4.2)

B.) Pro-active Programs/Capital Improvements

1) Create centralized parking facilities in strategic locations. (See policy 2.3)

2) Implement short-term parking policies near retail areas.

Responsibility

Cost Priority

A-1: Planning

B-1: Planning; OED; Finance; Public Works B-2: Planning; Public

Works

Potential Environmental Impacts:

Potential reduction of parking impacts; possible secondary, localized impacts from creation of parking facilities.

POLICY 7.4

Promote safe and convenient pedestrian/bicycle access in and around West Berkeley.

Issues & Findings:

Pedestrian and bicycle circulation in West Berkeley is generally convenient and unsafe. Linking neighborhoods with shopping, working, and recreational areas is both highly desired and relatively easy to accomplish (with the exception of access to the Waterfront).

Implementation Strategies:

A.) Land Use/ Environmental Regulations

Amend the Zoning Ordinance to require bicycle parking of new non-residential developments in West Berkeley.

B.) Pro-active Programs/Capital Improvements

1) Develop a bicycle route plan for West Berkeley.

2) Integrate provisions for bicycles including routes and parking in the capital improvements programs. (Coordinate w/Policies 2.3, 4.3, and 5.3 B4)

 Require safe and convenient bicycle access to the Waterfront in Freeway Agreements with Responsibility

Cost Priority

A-1: Planning

B-1: Planning; Public Works; Parks and Rec

B-2,3:) Public Works

Potential Environmental Impacts:

These strategies would reduce the number of daily vehicle trips, and reduce pedestrian/bicycle conflicts. Possible fiscal impacts.

25



POLICY 7.5

Issues & Findings: Much of West Berkeley has been an industrial area where toxic materials have been used or stored for years. As properties are re-used for more people-intensive uses, reducing the risk of exposing people to toxic hazards becomes critical.

Strategies:

.

Implementation A.) Land Use/ Environmental Regulations

- 1) Develop and enforce performance standards which regulate amounts of materials stored and used on premises.
- 2) Require project applicants to identify possible toxic hazards in the initial stages of the building permit process; and standardize risk assessment and remidiation procedures.
- 3) Revise Truck Route Ordinance to regulate transportation of hazardous materials. (4.1A1)

B.) Pro-active Programs/Capital Improvements

- 1) Develop source reduction programs for businesses.
- 2) Identify sites of high use/handling of hazardous materials.
- 3) Conduct study of creating local assistance to businesses in toxic cleanup.
- 4) Conduct feasibility study of creating local facility for household hazardous wastes.

Responsibility

Cost Priority

A-1,2;B-1,2: Planning **Environ Health** A-3: Planning; Pub. Works.

B-3,4: OED; Env. Health; Planning A-4: Planning; Env.

Health

Potential Environmental Impacts:

Fiscal implications of business assistance. *A.) Land Use/Environmental Regulations (cont'd): 4) Work w/ County to ensure County Hazardous Waste Plan excludes West Berkeley from considerations for a major collection/treatment facility.

POLICY 7.6

Actively work with existing sources of noise and air pollution, and relevant agencies, to reduce current levels of impact.

Issues & Findings:

Although the City and regional agencies apply stricter standards to new developments, there are many existing sources of air and noise pollution. (The concern over existing sources of pollution has increased with the resident and business populaton. In many cases, existing businesses could modify their practices in the interest of being good neighbors.)

Strategies:

Implementation A.) Land Use/ Environmental Regulations

- 1) Minimum standards which regulate air and noise pollution, as well as references to required permits, should be incorporated in the zoning ordinance and application forms.
- 2) Revise 'M' and 'SI' regulations to incorporate additional compatibility standards (See Policy 1.1) draft standards to be an appendix to Area Plan).

B.) Pro-active Programs/Capital Improvements

1) Conduct an outreach program to achieve compliance with present standards by existing businesses.

Responsibility Cost Priority

Health B-1: Environ Health; Planning; Codes & Inspection; BAAQMD; Chamber of Commerce

A-1,2: Planning; Env

Potential Environmental Impacts:

These measures should reduce levels of pollution.



POLICY 7.7

a , , , ,

Survey, prioritize, and require retrofitting of seismically dangerous commercial and public assembly structures, and seek sources of below-market rate financing for retrofitting residential structures.

Issues & Findings:

Many of the industrial and commercial structures in West Berkeley are built of unreinforced masonry. Additionally, much of the area is located on old Bay fill, making these structures particularly vulnerable in the event of a major earthquake. Retrofitting commercial and industrial structures is generally expensive. Retrofitting most residential structures in West Berkeley is relatively cheap and easy.

A.) Land Use/ Environmental Regulations
Strategies:

B.) Pro-active Programs/Capital Improvements

Survey the commercial and public structures in West Berkeley to determine structures needing greatest attention.

- 2) Develop program for assisting homeowners in retrofitting structures by providing technical assistance and loans.
- 3) Integrate seismic concerns in the emergency repsonse plan for the City. (See 7.8 B1)

Responsibility

Cost Priority

B-1:

Codes/Inspection;

OED

B-2: Progam Planning; OED

B-3: Planning; City Manager's Office

Potential Environmental Impacts:

Reduction of seismic hazards; possible fiscal impacts of assistance programs.

POLICY 7.8

Ensure that a City-wide emergency preparedness plan is prepared which takes West Berkeley's particular needs and characteristics into account.

issues & Findings:

Because of the presence of industry, the railroad, and the freeway, West Berkeley has particular needs which need to be addressed in the City's overall Emergency Preparedness Plan.

Implementation A.) Land Use/ Environmental Regulations
Strategies:

B.) Pro-active Programs/Capital Improvements

1) Prepare a city-wide emergency preparedness plan, which takes account of West Berkeley's particular characteristics. Engage in an effort which coordinates all affected departments in the development of an emergency reponse plan. (Critical issues for the plan to be drafted as an appendix to the Area Plan).

Responsibility

Cost Priority

B-1: City Manager's Office

Potential Environmental Impacts:

Reduction of public hazards; possible fiscal implications of implementing preparedness plan.

1



Goal/ Policies	Status (as of 8/8/88)
its industrial past, through preservation design sensitivity. Also, enhance the visquality of the commercial corridors and	
Complete the comprehensive survey of West Berkeley building and sites of historic merit, assign priorities and specific criteria for landmark designation by the Landmarks Preservation Commission.	Consensus on completing survey and summarizing findings; subcommittee to forward policy recommendations
Create general design standards which apply to adaptive reuse of historic sites and structures.	Consensus on concept; sub- committee to make recommen- dations
Seek funding sources for creation of historic easement purchases and assistance with historic building acquistion.	Consensus on concept; more information needed on possible funding sources
Prepare general design guidelines which would apply to buildings and street improvements in the principal view corridors, including University Avenue, San Pablo Avenue, Ashby Avenue, and Gilman Street.	Committee consensus; add "and entrances to Aquatic Park"
	rerve the history of West Berkeley, particults industrial past, through preservation design sensitivity. Also, enhance the visquality of the commercial corridors and all entryways to West Berkeley. Complete the comprehensive survey of West Berkeley building and sites of historic merit, assign priorities and specific criteria for landmark designation by the Landmarks Preservation Commission. Create general design standards which apply to adaptive reuse of historic sites and structures. Seek funding sources for creation of historic easement purchases and assistance with historic building acquistion. Prepare general design guidelines which would apply to buildings and street improvements in the principal view corridors, including University Avenue, San Pablo Ave-



POLICY 8.1	Complete the comprehensive survey of We criteria for landmark designation by the L	st Berkeley buildings and sites of historic m andmarks Preservation Commission.	erit, assign priorities	and s	specific
Issues & Findings:	West Berkeley contains numerous buildings of historic value. Berkeley Architectural Heritage Association is conducting a detailed inventory of West Berkeley and will forward its findings to the Area Plan Committee.				
	A.) Land Use/ Environmental Regulations	B.) Pro-active Programs/Capital Improvements	Responsibility Co	Cost	st Priority
Strategles:		Complete inventory and findings. Subcommittee to forward additional recommendations prior to completion of the draft Area Plan.	A-1: BAHA		
Potential Enviro	nmental Impacts:				
	Enhanced preservation of historic resources.				
POLICY 8.2	Create general design standards which ap	ply to adaptive reuse of historic sites and s	tructures.		
Issues & Findings:		, and alteration of these must be reviewed on a case-by and rehabilitation standards would greatly improve the r			ater level
Implementation	A.) Land Use/ Environmental Regulations	B.) Pro-active Programs/Capital Improvements	Responsibility	Cost	Priority
Strategles:	1) Establish and develop design/preservation guidelines for the rehabilitation of West Berkeley's historic buildings and sites; to be used in review of applications for development projects.		A1) Planning; BAHA; Landmarks Preservation Commission		
Potential Enviro	nmental Impacts:				



Seek funding sources for creation of historic easement purchases and assistance with historic building acquisition.

Issues & Findings: In some cases, the most effective way to achieve preservation of historic resources is through purchase, either of whole buildings or facade easements. These purchases can be linked to other Area Plan policies, including building acquisition assistance to small businesses.

Strategies:

Implementation A.) Land Use/ Environmental Regulations

1) Require in-lieu fees of developers proposing to demolish or reuse a historic building or site; for the purpose of purchasing and restoring other historic buildings or facade easments.

B.) Pro-active Programs/Capital Improvements

1) Make provisions for historic building acquisition in a revolving loan fund contemplated by Policy 2.1 B1

Responsibility

Cost Priority

A-1 & B-1: OED; Planning

Potential Environmental Impacts:

Fiscal impacts.

POLICY 8.4

Prepare general design quidelines which would apply to buildings and street improvements in the principal view corridors, including University Avenue, San Pablo Avenue, Gilman Street and entrances to Aquatic Park.

Issues & Findings: These corridors define much of the public's impression of Berkeley and are important to the community's self-image. Special efforts should be placed on enhancing the important visual aspects of these particular streetscapes.

Strategles:

Implementation A.) Land Use/ Environmental Regulations

1) Amend the Design Review Ordinance to setup special design standards for the West Berkeley view corridors identified above.

B.) Pro-active Programs/Capital Improvements

1) Integrate the design guidelines in the capital improvements contemplated by Policies 1.3 and 2.3.

Responsibility

Priority Cost

A-1: Planning

B-1: Planning; Public Works

Potential Environmental Impacts:

Fiscal Implications.



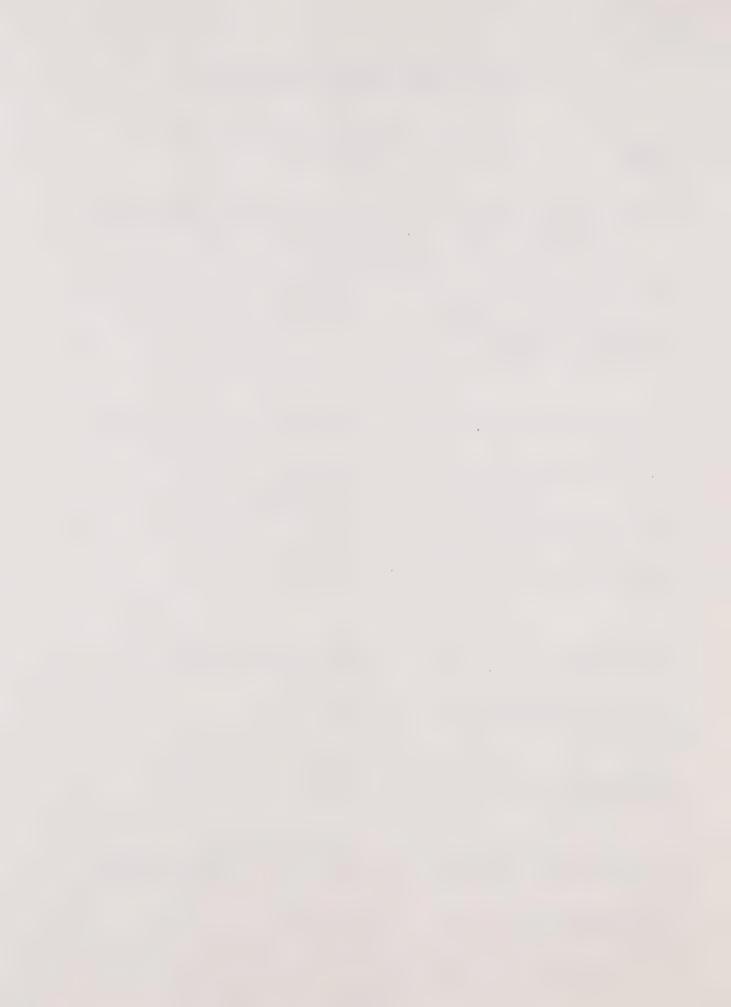
Section III: Committee Comments on Goals, Policies & Implementation Strategies

The following comments on the preliminary goals, policies and implementation strategies were made by the West Berkeley Area Plan Committee during its discussions of June and July 1988. Additionally, some individual members submitteed detailed written comments; these are also included.



Comments from Committee Meeting of 06/20/88

Goal/Policy	Next Steps
1.1	
* What is a performance standard? needed.	Staff to draft examples;full committee discussion
* How will these work?	Same as above
* Protections are needed for industrial areas-should we have performance standards or industrial districts?	Full Committee discussion
1.2	
* Include "mixed use" as a prominent term in this policy.	Staff to include revised goals and policies.
* Compare R-1 v. R-1A zoning districts	Subcommittee
* Define R-1A standards more fully if it is to be maintained.	Subcommittee to draft/staff to review.
* Geographically and conceptually define "transition area."	Staff to draft
1.3	
* Ashby Avenue "revitalization" - what should this include?	Full Committee discussion needed.
* Possible rewording of policy needed to emphasize "encouraging neighborhood-serving uses".	Staff to redraft
* What are preferred/discouraged uses for commercial corridors.	Full Committee discussion needed.
Goal 2	
* Add opportunities for "locally-owned" businesses.	Staff to include in revisedgoals and policies.
* Simplify language in goal-eliminate "expanding"?	Same as above



2.2

* Eliminate word "streamlining" while still conveying concept of simplifying the permit process and making it more efficient. Need to communicate the need to "improve" process and to ensure consistent interpretation among staff.

Same as above.

2.3

* Eliminate "etc."

2.4

Modify by adding "appropriate" new businesses.

Same as above

Goal 3

3.1

* Add "training"

* Need serious, competent training

* What are enforcement mechanisms?

* Community colleges to have role?

Same as above

Staff to prepare in-program. How can we get this information/full committee discussion

Same as above

Same as above

3.2/3.3

* Add "Berkeley" not just West Berkeley

Staff to include in revised goals and policies.

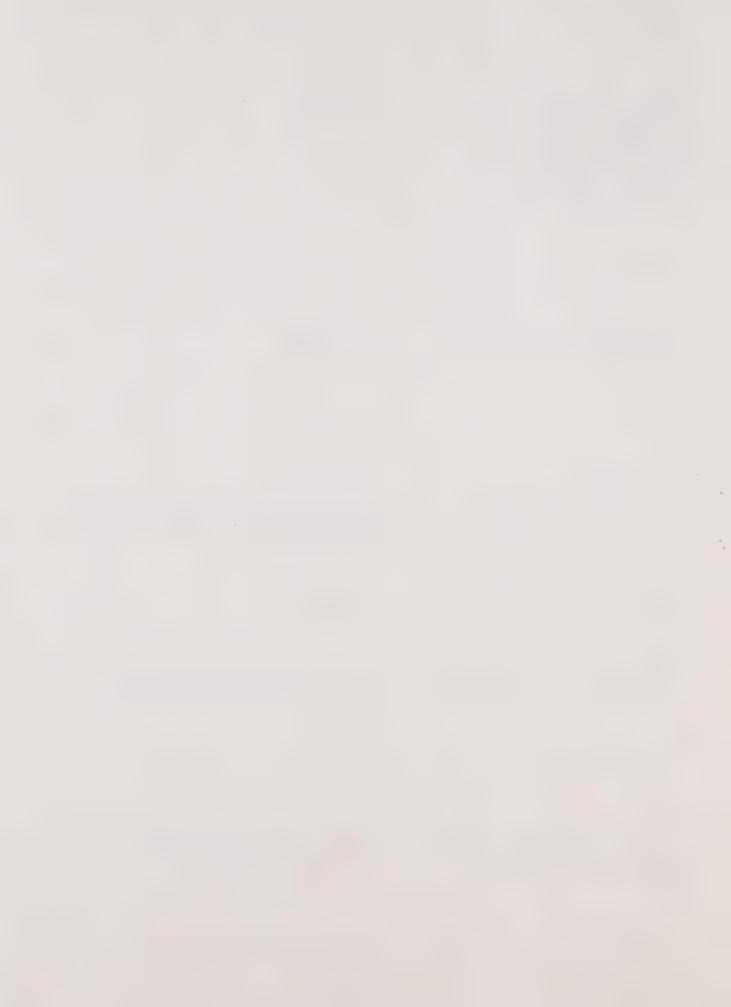
3.5

* Add "women."

Same as above.

Goal 4

* Problems do not stem from only growth, but are a result from existing conuses. Staff to prepare information on getting info on existing condditions.



* What qualifies as a neighborhood, both residential and industrial? eg: Manassee Block project)

Full Committee discussion

What about isolated residences? (eg: near B of A?)

Same as above

Appropriate to relocate residences in some cases?

4.1

* Language should address truck traffic after normal business hours.

Staff to include in revised goals and policies.

4.2

* Substitute "businesses" for office and retail.

Same as above

4.3

* Add "protect": add pollution or "industrial-related" risks.

Same as above

* Need to rectify existing problems in mixed use areas.

See Goal 4 above

.pa



Comments from Committee Meeting of 07/11/88

Goal/Policy

economic feasibility.

Goal 5

- * Proposed capital improvement projects need rough quantification to determine
- * How will San Pablo Avenue be "transformed"? Suggested the creation of commercial nodes, but that conflicts may arise (eg: give up housing for commewrcial viability; higher residential densities along the corridor.
- * Concern about the potential of water system failure. Schedule presentation by EBMUD in conjunction with the Fire and Engineering Department representatives.
- * Provision and maintenance of streets should be a priority.
- * Clarified that the Environmental Impact Report will analyze fiscal impacts.
- * Clarify that policy statements are directed at both the private and public sector and that the public sector is not expected/capable of paying for all projects.
- * Because policy statements need to guide private investment as well, the plan should include visionary statements to achive this. This should be part of future committee discussions.

Next Steps

Staff to prepare projections.

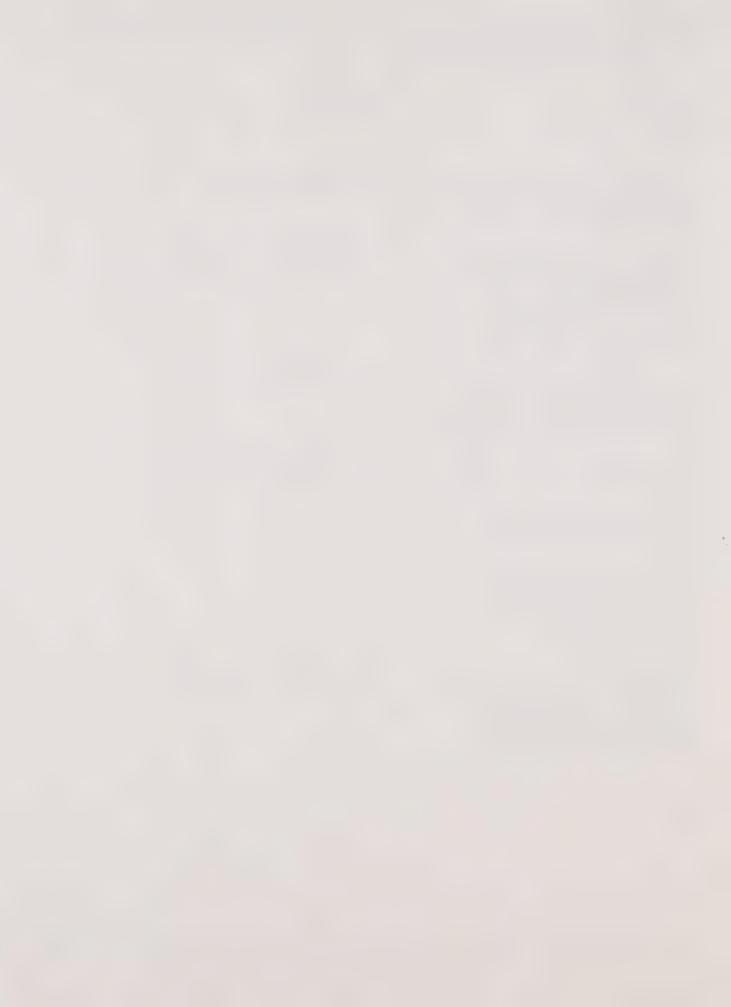
Full Committee discussion needed.

Staff to schedule.

Staff to include in revised policies.

Full Committee discussion needed.

.pa



Comments from Committee Meeting of 08/08/88

Goal/Policy

Policy 6.1

- * The committee agreed to continue discussion on the appropriateness of 2-story townhouses as an acceptable housing form. One comment identified that good project design, like that of the 64 units on Sixth Street, is an important factor in the successfulness of a project.
- * Regarding "small" apartment buildings, some Committee member stated that depending on the location, apartments attract alot of transient tenants and that perceptions exist that these types of housing units attract undesirable activities (drug dealing, prostitution) and should therefore be avoided.

Policy 6.2

- * Staff clarified that this policy's major intent is to act as an incentive to improve properties and is not an attempt to address rent control or rent levels.
- * Some Committee members stated that the City needs to show a commitment in how it expects to get federal monies.
- * Even though programs might get established, its important to make the targeted programs accessible to the population, in terms of dealing with the bureaucracy. It was also suggested that staff try to determine why small housing developers aren't as prevalent in Berkeley as they are in other Bay Area communities.

Next Steps

Full Committee discussion needed.

Full Committee discussion needed.

Staff to provide information on housing programs Full committee discussion needed.



* Other financing mechanisms are available which the city has not used; these include selling bonds for housing rehabilitation and sweat equity. Additionally, it was indicated that one major source of below-market-rate financing would be available from the proposed Redevelopment Expansion project, which is now no longer proposed for in West Berkeley.

Same as above.

Policy 6.3

- * Mitigation monies should be used for housing production, administrative costs of the City bureaucracy should be minimized. Actual housing production by the developer is preferred to collecting mitigation fees.
- * It was agreed that the Committee should have further discussion on these questions: should the preference be for on-site housing or off-site?; should direct housing production be preferred to in-lieu payments?; should all of the required housing be located in West Berkeley?

Full Committee discussion needed.

Policy 6.4

* It was recommended that the discussion of this policy could be aided with information from the residents survey, but the Committee was in general agreement with the policy.

Staff to present results of survey when complete

Policy 7.1

* The term SOV (Single Occupant Vehicle) was defined and it was clarified that this policy is essentially about commute traffic (work trips).



* The provision of local commercial services would reduce the need for residents to drive to other locations outside the area for these, thereby reducing crosstown traffic.

Staff to add to redraft of policies.

Policy 7.2

* One Committee member questioned the use of the proposed LOS 'D' as an appropriate minimum standard for traffic flow, and said strategies should look at not worsening current conditions. Staff to provide an explanation of LOS/Full Committee discussion

Policy 7.5

- * Storage of, and disposal of, household (residential) hazardous materials was identified as an issue.
- * One person pointed out that interior air quality in the work place is also an environmental problem. Staff indicated that CAL-OSHA has standards for the work environment, and that it would get information on these.

Staff to include in redrafted policies.

Staff to provide information

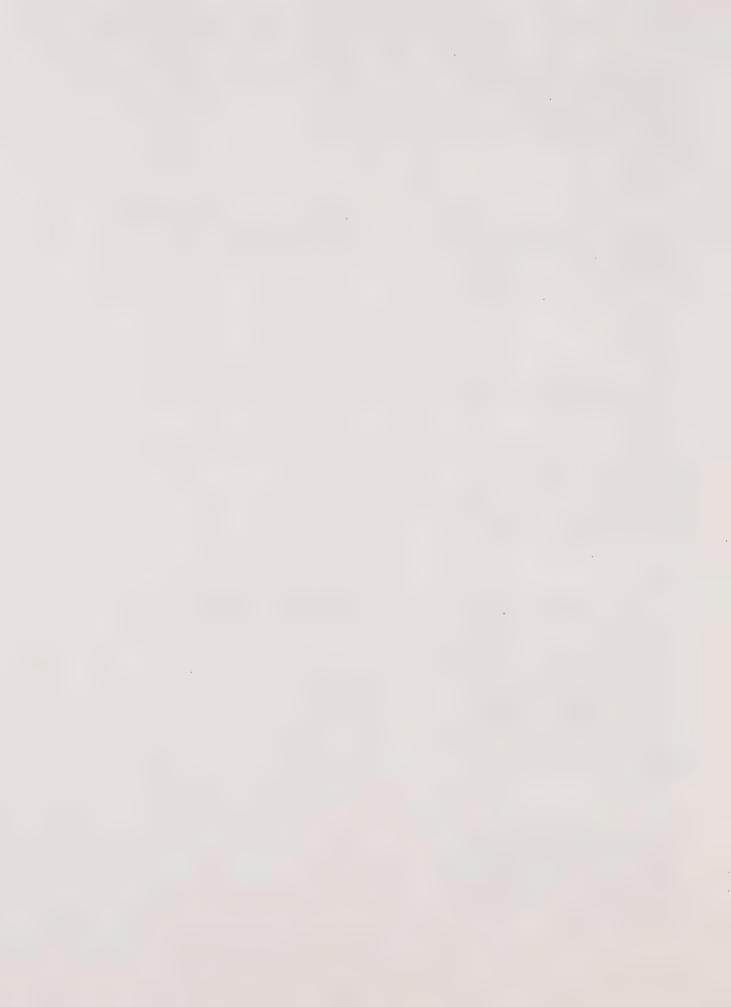
Policy 7.7

* It was suggested that below-market rate financing be made available to commercial building owners for seismic improvements and that public education programs about seismic hazards could be targeted to the business sector. It was also suggested that pamphlets and other informational materials could be another means of doing low cost public education.

Staff to include in redrafted policies.

Policy 7.8

* It was suggested that an assessment of fire prevention capabilities be included as part of the implementation regarding public sevices, as there are possible limitations in the water supply system in the area.



Policy 8.1

* It was indicated that the Berkeley Architectural Heritage Association (BAHA) historic building survey is complete and that the next step is prioritizing structures, and summarizing findings. The historic preservation subcommittee is to meet on this matter, and make recommendations to the whole Committee.

Subcommittee to make recommendations.

Policy 8.2

* Staff explained the existing design review process for individual projects and specified which projects undergo design review.

Policy 8.4

* It was suggested that the view corridors to Aquatic Park be included in the corridors to be studied.

Staff to add to redraft of policies.

.pa



WEST BERKELEY AREA PLAN/INDIVIDUAL COMMENTS ON GOALS AND POLICIES DRAFT

Comments from 06/10/88 by Laurie Bright and Rich Auerbach

Policy

- 1.2 Perhaps the words "more intensive office and industrial areas" should be changed to "mixed use areas".
- 1.3 Substitute another word for "revitalize". Its not clear what this word implies and it is too associated with Redevelopment. Also, Ashby Avenue has not been discussed previously.
- 2.2 This policy needs to have some balancing language about keeping necessary protections in the permit process.
- 2.3 How will these be paid for? Add "use permit conditions" to method of financing.
- 2.4 Stress needs of West Berkeley. Also how will this effort be funded?
- 3.3 The committee needs to have a discussion about how employment training might be achieved, and what the appropriate programs are.
- Goal 4 Add "polution" to impacts of growth.
- 4.3 Need protections for mixed use areas, not just residential areas.
- 5.3 "Near the southern residential core subarea" should perhaps be changed to "near the south end, or south of, the southern residential core area" so that the new park can serve the Grayson

 Street neighborhood.

Also, access should be improved for Aquatic Park.

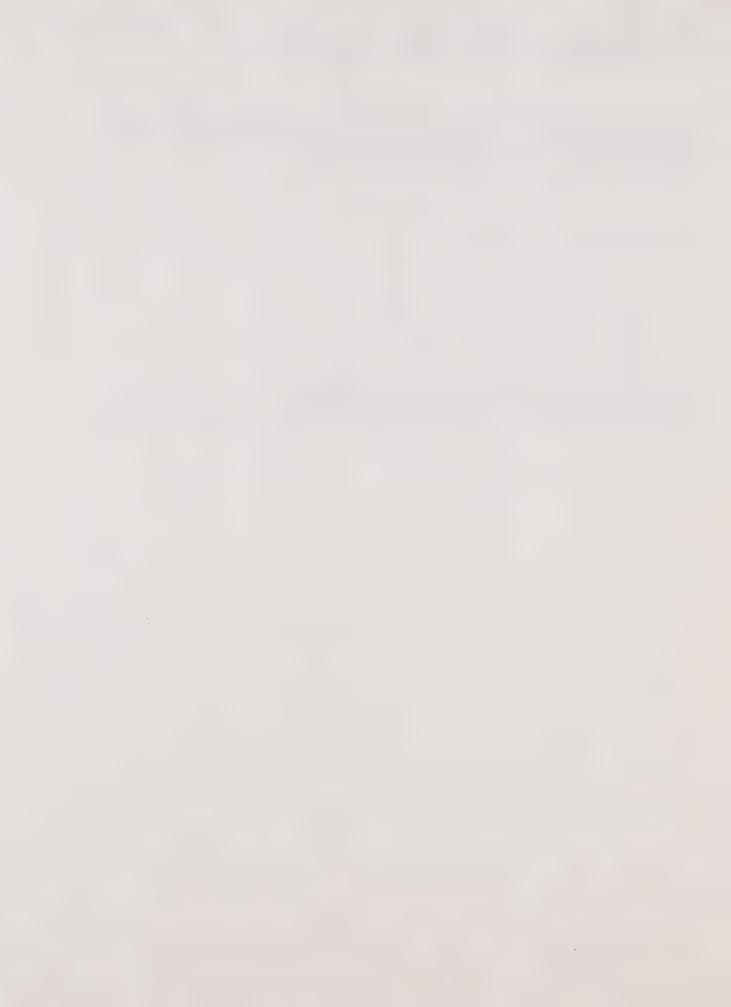
- 6.1 The Committee needs to have discussions about whether "two-story townhouses" are an appropriate form of new residential development.
- 6.4 Live-work artists should be added to the identified special needs groups. Also, the language about maintaining the diversity of the population should be added to one or more of the Goals.
- 7.2 The Committee needs to discuss whether Level of Service "D" is the appropriate level. Also level of service descriptions should be consistent.



- 7.5 The Plan should quantify the number and cost of retrofitting residences.
- 8.1 The word "assign" should be changed to "recommend"; and the Committee's subcommittee on Historic Preservation should be asked to report back on the question of whether or not to develope "specific conditions for Landmark designations". That subcommittee should also be asked to propose goal and policy language for Goal 8.

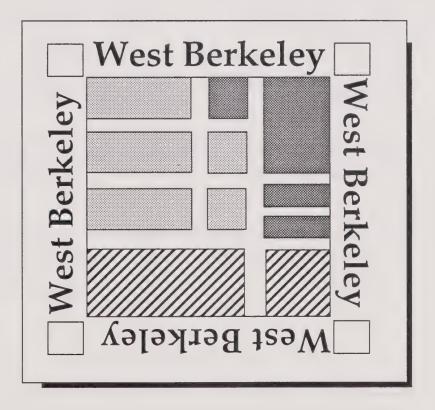
Comments by Dennis Cohen (06/09/88):

- 3.1 Add the words "and training" before "programs".
- 3.2 Add the word "experience," before "skills".
- 3.3 Reword this policy to read "Create <u>suitable</u> training for West Berkeley's unemployed and underemployed. <u>Impart new skills that</u> will help them to participate in the expanding sectors of the economy." (new language underlined)



Report Number 3 Alternate Growth Scenarios

A Look at the Implications of New Growth in West Berkeley under Three Different Approaches to Development



Working Draft for Staff & Comittee Review December 18, 1989



Report Number 3 Working Draft December 18, 1989

This document is part of a working draft of a proposed West Berkeley Area Plan. It has been prepared by staff for review by the West Berkeley Area Plan Committee, a group of citizens which advises the Planning Commission on preparation of the plan. This particular section of the draft plan supplements earlier work including the May 16, 1988 draft, which presents a qualitative description of the seven West Berkeley subareas, and the October 3, 1988 draft, which is a preliminary set of Goals, Policies and Implementation Strategies developed by the Area Plan Committee.

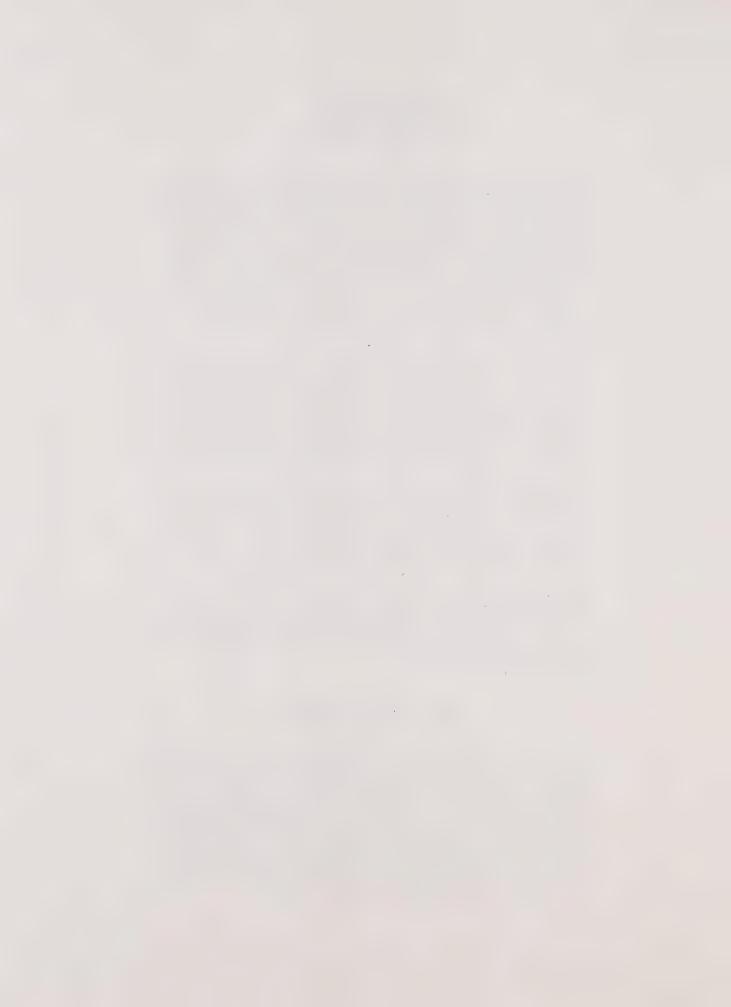
The analysis of the implications of possible new growth, contained in this report, is intended to provide the Area Plan Committee with critical information in refining its policy recommendations. The previous draft does not contain final policy recommendations, nor has the Committee endorsed specific policy language. It is anticipated that reworking of policy language will occur as a part of this phase of plan development.

Final language recommended by the Area Plan Committee will be incorporated into a revised draft plan to be submitted to the Planning Commission in approximately three or four months. At that point, the Commission will make recommendations of its own on the Draft Plan.

For more information about the Area Plan process and Committee meetings phone Matt Tomas, Associate Planner, or Gil Kelley, Planning Director at 644-6490 during regular business hours, or stop by the Planning Department, 2180 Milvia Street, 2nd floor.

Note to Committee Members

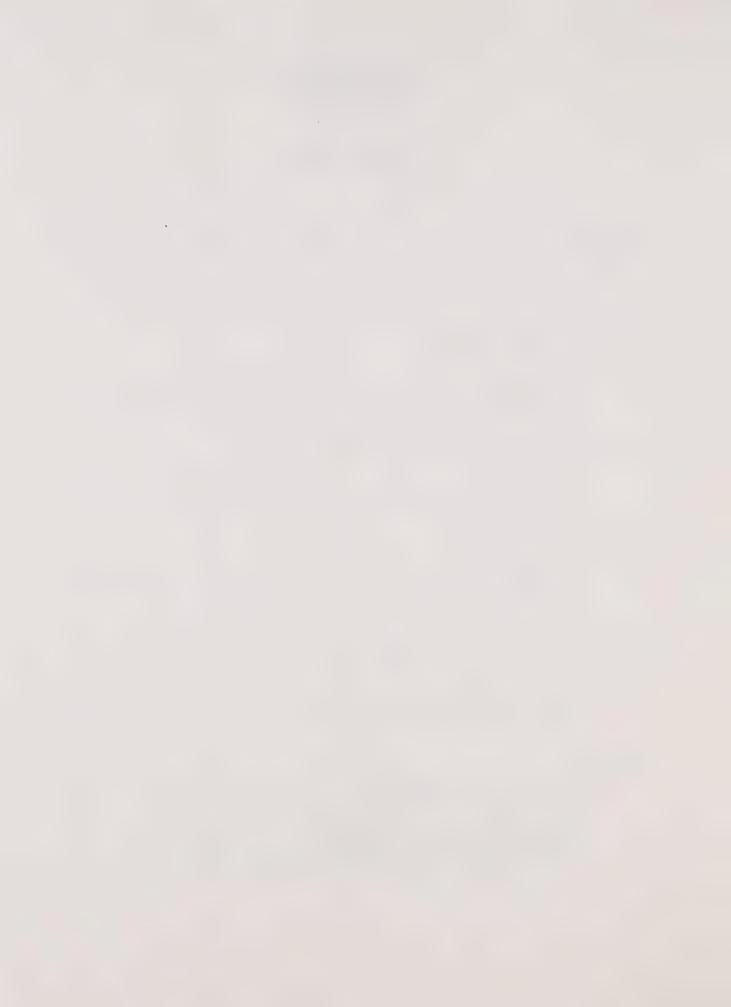
This document describes implications of new growth following three different land use mixes. It is not anticipated that actual new development in West Berkeley will follow any one of the three scenarios described here. The intent of this exercise is to illustrate the implications of different types and levels of development and in so doing, to identify areas of policy conflicts and trade-offs. This information will be used to re-examine the preliminary policy recommendations previously considered by the Committee and to further refine the draft Goals & Policies.



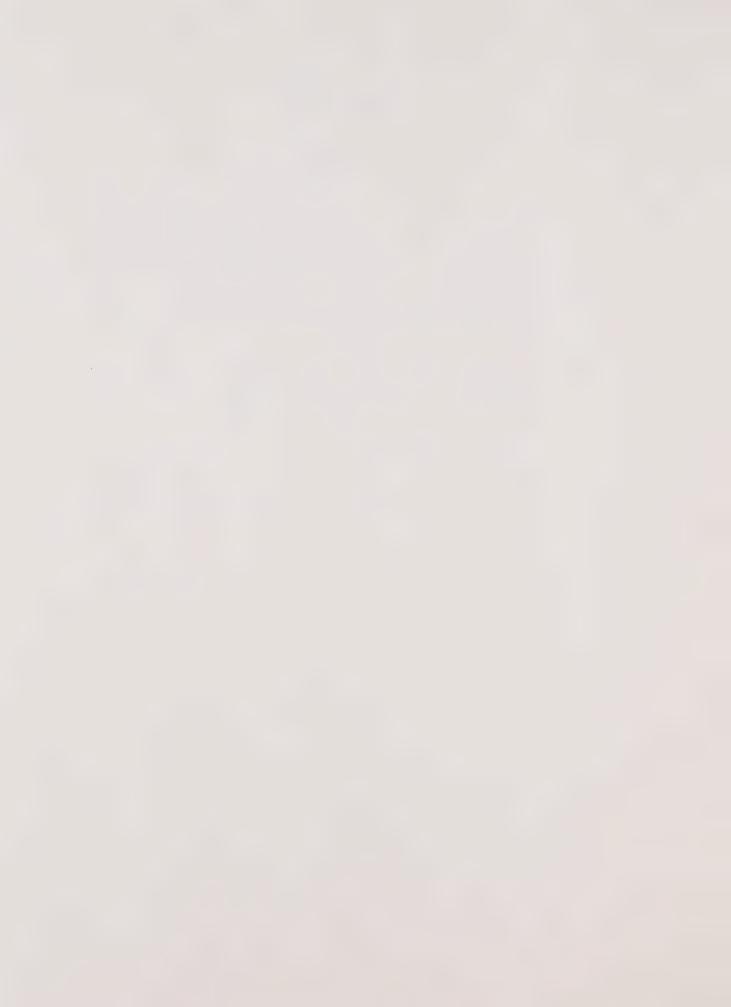
Report Number 3: Alternate Growth Scenarios December 18, 1989

Table of Contents

1)	Introduction	
2)	Definitions	
3)	A Description of the Three Scenarios5	
	Scenario One – Manufacturing Emphasis	
	A) Description	
	Scenario Two – Office/Research & Development Emphasis	
	A) Description	
	Scenario Three – Retail Emphasis	
	A) Description	
4)	Comparing and Contrasting the Three Scenarios	1
	A) Growth Implication Summary	
	Appendices	
	A) Growth Projections Summary Tables	
	C) Job Demand Projections for Subregion (ABAG	
	D) Summary of OED Business Outreach Effort29	
	E) Profile of Berkeley's Unemployed (EDD Applicants)	1







I. Introduction

To this point, the planning process has identified important facts and issues, and has set forth a preliminary set of goals, policies and strategies. One overall goal which has achieved the unanimous endorsement of participants is that the diverse mix of industrial, commercial, and residential uses that now exists in West Berkeley should be retained. In stating this goal, participants in the planning process have recognized that each of the diverse components provides a desired piece of Berkeley's economy and social fabric, and that the way in which these varied uses coexist in West Berkeley gives the area a unique and dynamic character. It has also been recognized that there are some environmental conflicts inherent in the coexistence of these land uses, a fact which has generated much discussion already and warrants even more attention in the development of the Plan's more fine-grained policies. Perhaps more importantly though, participants have recognized, in wanting to retain the mix of uses, that the current picture isn't static - some uses are growing faster than others, some locales are beginning to be dominanted by certain uses, as contrasted with the generally present, relatively disperse pattern. At this point in the process specific growth projections are needed to test out the policies developed so far, and to enable participants to adjust and refine those policies.

This report attempts to look ten to fifteen years into the future and illustrate possible ways in which the present mix of uses could evolve; i.e. how and where different components could shrink or grow relative to the others, how they might cluster or disperse, how these possible outcomes could affect the local economy and environment, and how well these possible futures achieve the stated policies of the Plan. All of the scenarios examined fall within the broad policy framework set forth in the Plan to date, and as projections of growth over the next decade or so they fall well within regionally-based projec-

tions. Although these alternate scenarios represent a relatively modest range of alternatives and a modest level of growth by regional standards, they are locally significant in their differences. The different mixes of uses do different things for employment, public revenues, traffic generation, housing demand, and so forth. Also, because each of the scenarios developes from a particular set of policie sand regulations, they are useful in making choices about the more fine-grained policies that must be part of the final Plan.

The scenarios described and examined here were developed by focusing on three major sectors of the West Berkeley economy—manufacturing, retail, and office/research and development. Each of the three scenarios emphasizes the growth of one of these sectors more than the other two, so that although all three of these sectors, and other uses as well, are present in each scenario, their relative proportions differ from one scenario to another. For example, Scenario Two shows construction of new light manufacturing facilities but also shows conversion of a sustantial number of heavy manufacturing and warehouse spaces to office/R&D and retail.

Also, having three different scenarios allows us to experiment with different spacial concepts. For example, Scenario Three shows a relatively dense cluster of retail and housing around an expanded Fourth Street area which is linked to an improved Aquatic Park via Addison. In general, the first scenario puts an emphasis on retaining present manufacturing sites for that use and projects substantial growth in light manufacturing. The second scenario projects development of several more major research and development facilities. The third scenario projects expansion and development of the now emerging retail districts.



All three of these economic sectors - manufacturing, retail, and office/research and development - are viable ones and are already established in West Berkeley. Manufacturing presently represents the greatest portion of floor area in the district. Some manufacturing sectors are declining, both locally and regionally, other are growing. Of forty-seven West Berkeley manufacturers who were interviewed recently, almost all stated an intention of staying, and about half stated a desire to expand here. In terms of office use, two types are most common in West Berkeley small professional offices which are dispersed throughout the area, and newer research and development facilities where offices are often combined with laboratories or some component of production and distribution. This latter type are begin to occur on some of the larger, recycled manufacturing sites, and are part of an East Bay regional growth phenomenon. Offices which serve as administration space for manufacturing or retail operations are considered to be within those categories, and are not counted as office in this exercise. Retail in West Berkeley is very diverse, running the full gamut from up-scale specialty boutiques on Fourth Street to major, regional retailers like Whole Earth Access, to small neighborhood-serving establishments along San Pablo Avenue, to crafts sales from small warehouses.

The three development scenarios represented here represent realistic levels and patterns of development in the fifteenth year of the Plan. The growth projections were made after a careful examination of existing and recent development patterns and trends, extensive field investigations, and extensive interviews with people in different sectors of the economy and the development community. Also, as noted before these projections fall within regional projections for this type of development. However, these scenarios are meant to be illustrative, and to focus discussion on the policy choices which have been made so far in the process. The intent of this report in not to prompt a choice between one scenario or another, but rather, to pick and choose desirable aspects from each, and to discuss how these might specifically be achieved.

II. Definitions

In developing the three scenarios, six major categories of land use were used. These include the following:

- Heavy manufacturing
- · Light manufacturing
- Office/Research & Development
- Retail
- Residential
- Mixed (Manufacturing/Commercial/Residential)

Heavy Manufacturing includes the following kinds of activities:

Materials Processing, including:

- Fabricated metal
- Primary metal (foundry)
- Chemical (paint, ink, costemtics, pharmaceutical)
- Plastics
- Food processing *(light manufacturing also)
- Refinery (recycling)
- Air products

Electrical & Assembly, including:

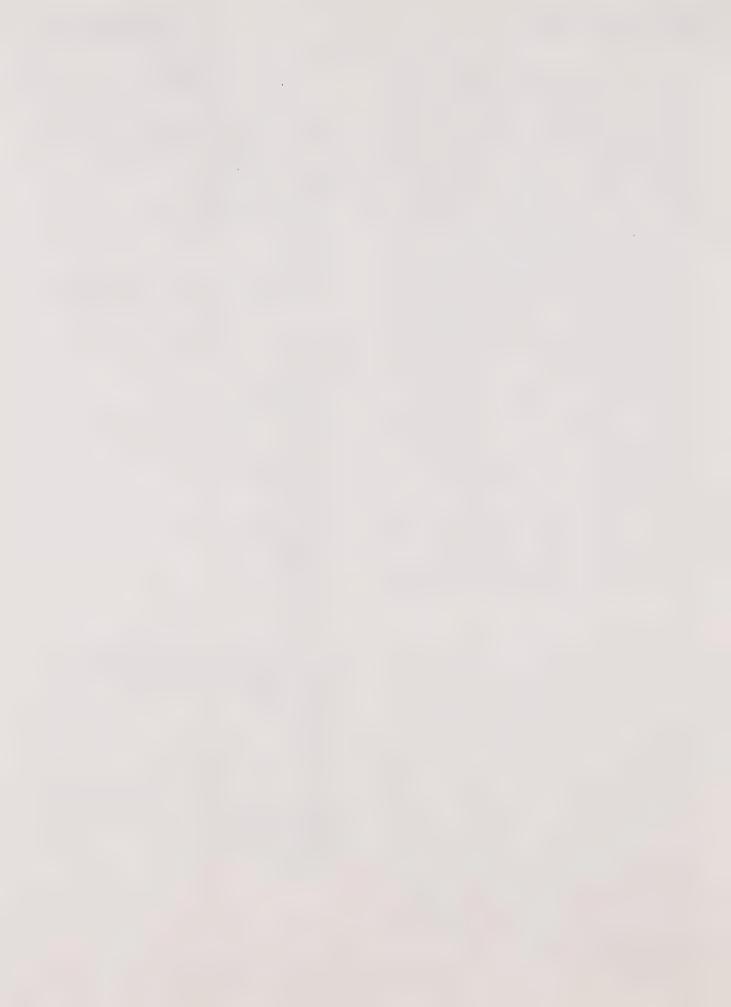
- Lighting
- Scientific instruments
- · Tool & Die
- Warehouse/Distribution
- Painting
- Apparel
- Auto Repair/Body

Light Manufacturing includes the following kinds of activities:

- Machinery (electrical & non-electrical assembly)
- Food processing
- Warehousing
- Printing
- Apparel
- Auto repair (not body/painting)

Mixed/Manufacturing/Commercial/Residential areas would include:

- Light manufacturing
- Residential and live work
- Limited office
- Limited retail



Retail includes the following activities:

- Large regional retail establishments, including factory discount outlest
- Specialty retail shops
- Automobile-oriented retail
- Eating and drinking establishments

Residential includes:

- · various types and densities of housing
- live/work units (subject to certain limitations
- community facilities such as schools, libraries, community centers, day care facilities and parks



III. A Description of the Three Scenarios

Scenario 1—Manufacturing and Crafts

This scenario is the most "conservationist," representing the least change in the types of uses that currently characterize West Berkeley. The scenario envisions growth in light manufacturing sectors, and to a lesser extent in heavy manufacturing. There would be some growth of office, R&D, and retail space, but far less than under other scenarios. The scenario would add some 945,000 square feet of non-residential space over 15 years, an addition of approximately 11% above 1986 development levels.

This scenario has the most modest impacts. It adds the lowest level of additional average daily traffic of about 14,700 trips, and need for additional parking spaces 2,000+. It also generates the smallest increment to the City's taxes \$9.5 million

annually, and the fewest additional jobs 2,200+. However, since about 50% (1,280) of the jobs created would be in manufacturing, many of them would have higher pay scales than in other sectors.

The scenario anticipates manufacturing growth through expansion of existing manufacturers and startup of small light manufacturers. The scenario adds manufacturing space both through new construction and change of use of existing development. The new light manufacturing construction would largely take place on the UC Harrison Tract, a portion of which would be dedicated to light manufacturing under this scenario. There would be some additional light manufacturing construction as existing manufacturers expanded their sites. That construction would occur in the Western Industrial Area, on the light manufacturing portion of 4th St., and to a lesser extent in the Northern and Southwest Industrial Areas. Heavy manufacturing



Light manufacturers account for a significant amount of the jobs in West Berkeley



construction would also occur by expansion of existing manufacturers, in the Northern and Southwest Industrial Areas. Throughout the industrial area, the use of warehouse space would be changed into light, and to a lesser extent, heavy manufacturing sites.

There would also be changeover of space to R&D use at the some of the large buildings and sites, as well as some new R&D construction on University land. Small scale office development would occur in the 4th St. retail area and along Ashby.

The residential areas of West Berkeley would see modest infill development, to accommodate about 50 units of housing demand generated by employment growth in the scenario. Similar development would occur in the Southwest mixed use area. Very minor manufacturing expansion might be possible there.

The map on the next page shows where new and changed uses would be likely to concentrate over the next fifteen years. As shown, there would be more well-defined areas for: heavy manufacturing, light manufacturing, retail, mixed residential/manufacturing (similar to existing Special Industrial), and residential areas. The charts on the page following the map show the amount of space (floor area) that would be constructed for each use under this scenario, and also the amount of existing space that would be changed to new uses. The second map, following these charts shows a number of concepts about how and where this new development might occur.

The following table shows the primary implications of the development projected under this scenario. These implications are discussed in more detail in the next section of this report.

Growth Implications

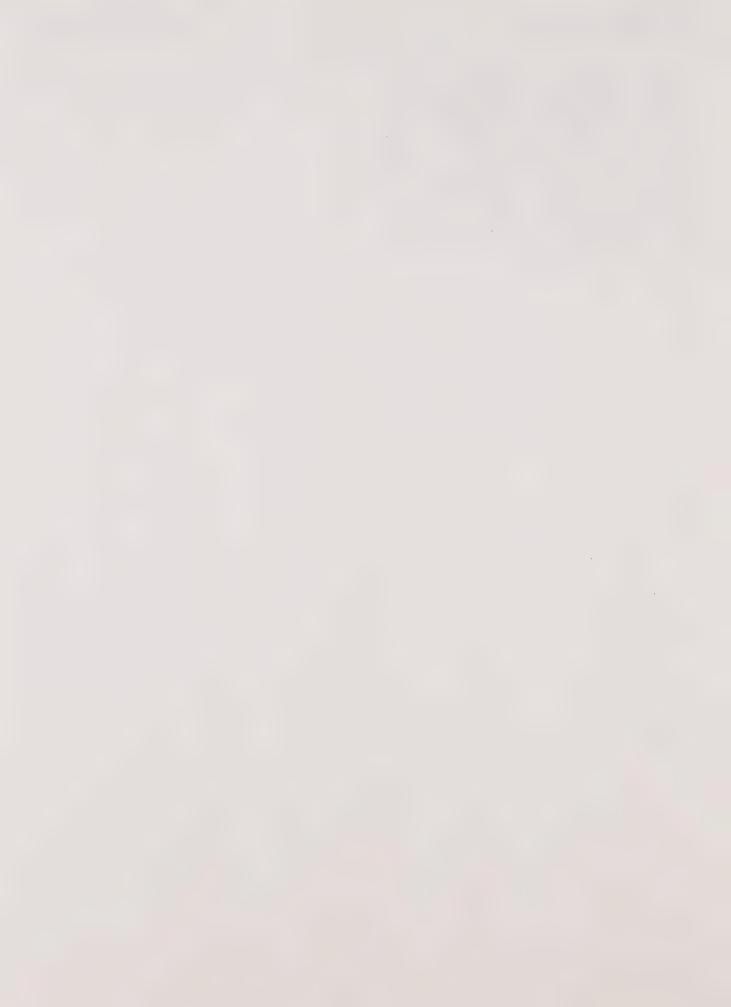
Total net gain in floor area:	.890,000 sq. ft.
Total net gain in employment:	. 2,264 jobs
Total gain in revenues to the City:	.\$9,539,000
Total daily vehicle trips added:	. 14,700 trips
New parking spaces demanded:	. 2,063 spaces
New housing units demanded:	.241 units
New childcare slots demanded:	.91 slots

As compared to the other scenarios, one distinguishing feature of this scenario is that although it creates significantly less total new employment, it preserves a high percentage of existing manufacturing jobs, and actually adds new light manufacturing ones. It generally creates fewer traffic and parking impacts and creatres a smaller demand for new housing and childcare, but also creates only modestly increased tax revenues.

To effect this kind of scenario a number of policy choices would be necessary. First, it would require major zoning changes, either to protect specific existing manufacturing sites, as was done recently for arts and crafts uses, or to create industrial conservation zones. This latter strategy would create new zoning districts and limit non-manufacturing uses in the heavy and light manufacturing zones. Heavy manufacturing



zones would permit all types of industrial uses, while light manufacturing zones would exclude foundries, chemical plants, heavy machinery plants and the like. Additionally, to create incentives for existing manufacturers to expand, and for new ones to locate here, it may be necessary to create lesser parking and other site development standards, limit the intrusion of live/work units and other sensitive uses, and possibly re-examine the City's special assessment structures.

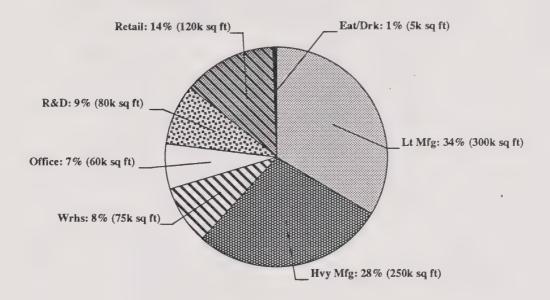




Scenario 1 - Composition of New Construction

This chart shows the composition of newly constructed floor area by major land use category.

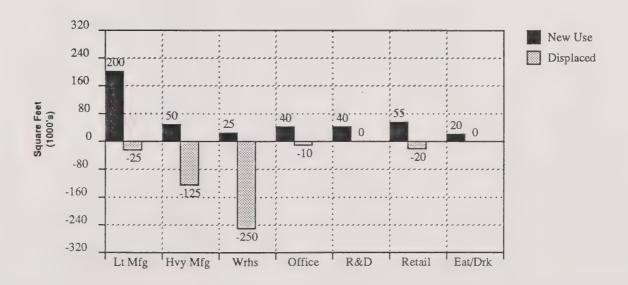
A total of 890,000 sq.ft. is built, an approximate increase of 8% over existing non-residential floor area in West Berkeley.



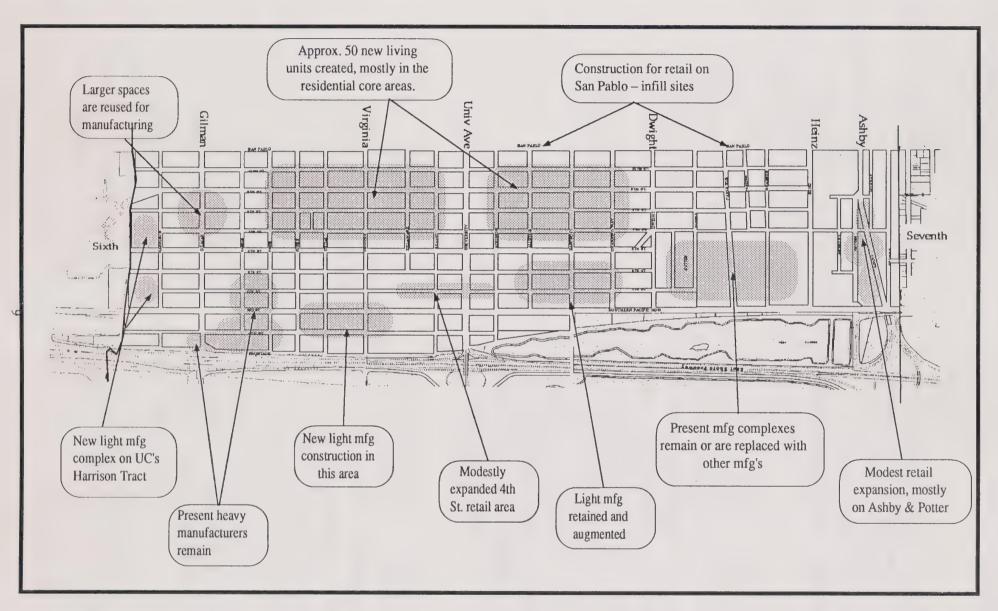
Scenario 1 - Changes in Existing Space

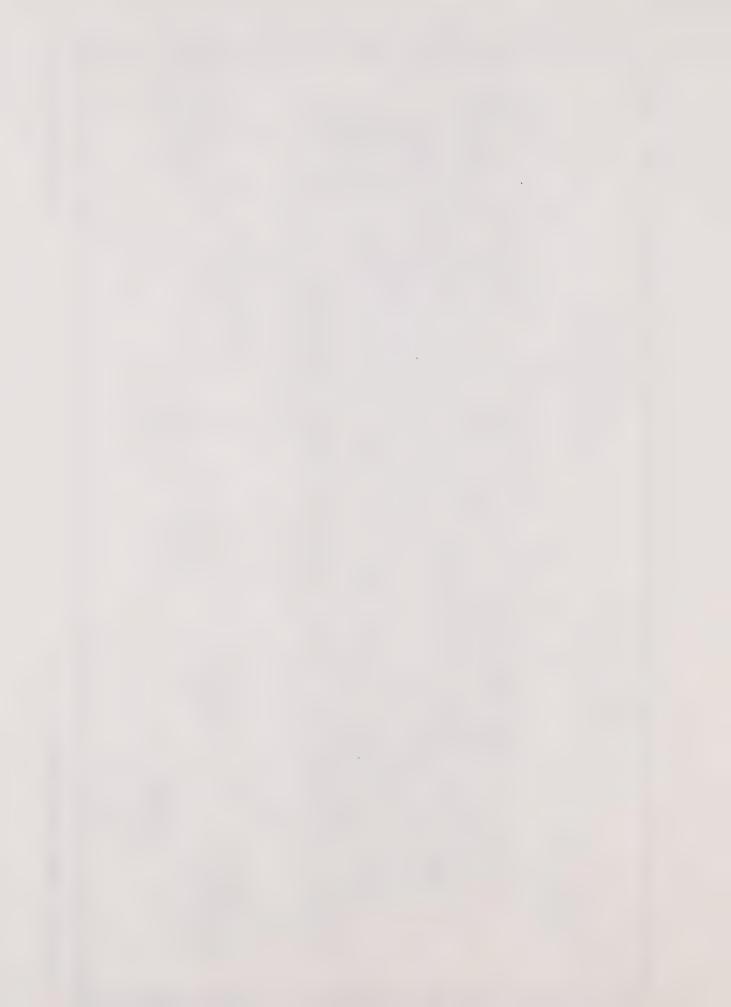
This chart shows how existing space is reused.

A total of 430,000 sq. ft. of existing floor area is changed to other uses, about 5% of the existing total non-residential floor area.









Scenario 2—Office/R&D Emphasis

This scenario represents the most sweeping change in West Berkeley. It envisages more than tripling the total amount of R&D and office space in West Berkeley. It designates large areas of West Berkeley, particularly in the Northern Industrial District, for office development. Total retail space expands nearly 50%, but less than in Scenario 3. Manufacturing, particularly heavy manufacturing, correspondingly shrinks, as does warehousing. The scenario adds 1,040,000 total square feet over 15 years, some 13% of the base level of non-residential development.

By many measures, this scenario has the greatest impact on West Berkeley. In addition to adding the largest number of square feet, it generates the greatest parking demand, as well as the greatest housing and child care demand. It also generates the greatest number of jobs—netting over 5,000, even as over 1900 blue collar jobs are lost. Tax revenue are estimated to be just over \$26 million dollars annually.

Development under the scenario comes more from change of use, somewhat less from new construction. A number of major sites, especially in the Southwest Industrial Area, are changed from manufacturing to R&D and include existing manufacuring and wholesaling operations. Some sites also changeover to office in the Northern Industrial Area. The level of growth envisioned here requires that Berkeley retain, if not attract, large scale "biotech" or "high tech" companies likely to grow up here. Retailing gains from conversions in both the Southwest and Northern Industrial subareas.

New construction—aside from demolition and rebuilding of some major sites—is again dominated by the activity on UC property—300,000 square feet each for R&D and office. Some new retail space is also developed along the commercial corridors.

The residential area again experiences only infill development. The Southwest Mixed Use Area changes more than in Scenario 1. The borders of the mixed residential/manufacturing area are shrunk to Carleton, Heinz, 8th and 10th, with office/R&D emphasis areas to the north and west, and retail emphasis areas to the south and east.

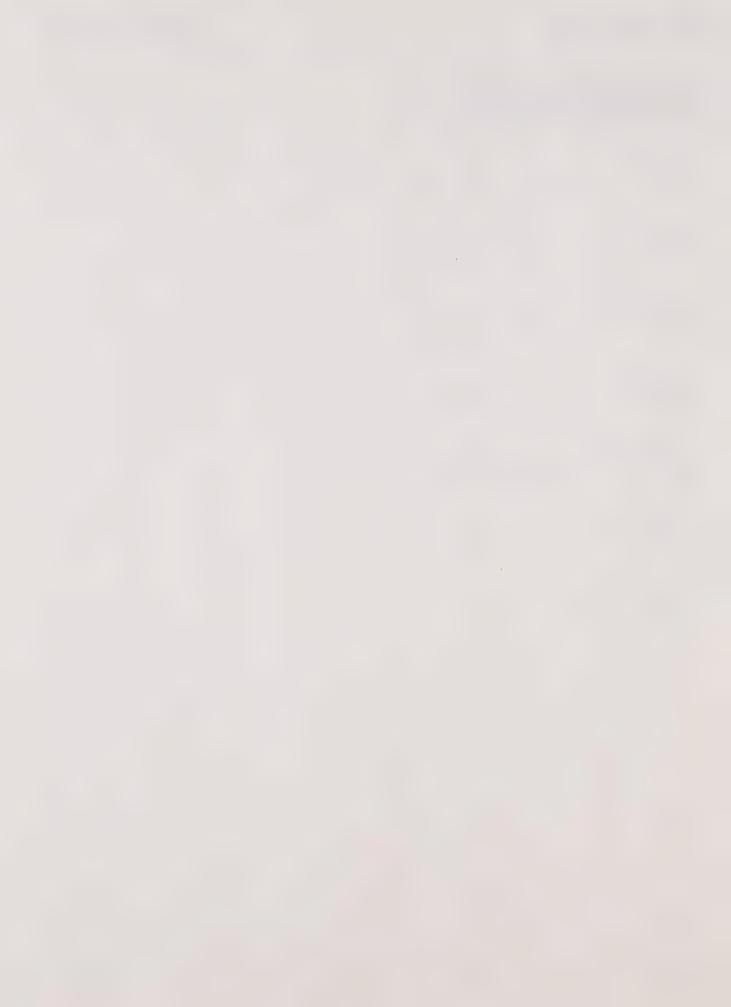
Land use emphasis designations differ from Scenario 1. There is a single manufacturing area, designated in 5 pockets of West Berkeley. The largest manufacturing area stretches down 4th St. from Addison to Dwight, then broadens out to incorporate the Miles/Cutter site. Office/R&D are the target uses south of Ashby, in much of the Southwest Industrial zone, along the Freeway from Virginia to nearly Gilman, and in most of the area north of Gilman St. Mixed residential/manufacturing use is targeted in most of the existing SI, in a strip along Camelia St., between 2nd and 3rd south of University, and in the 9th & Grayson area. The retail areas around 4th St. and Ashby expand somewhat, a new retail area is Camelia from 10th to 8th. The residential areas remain in place.

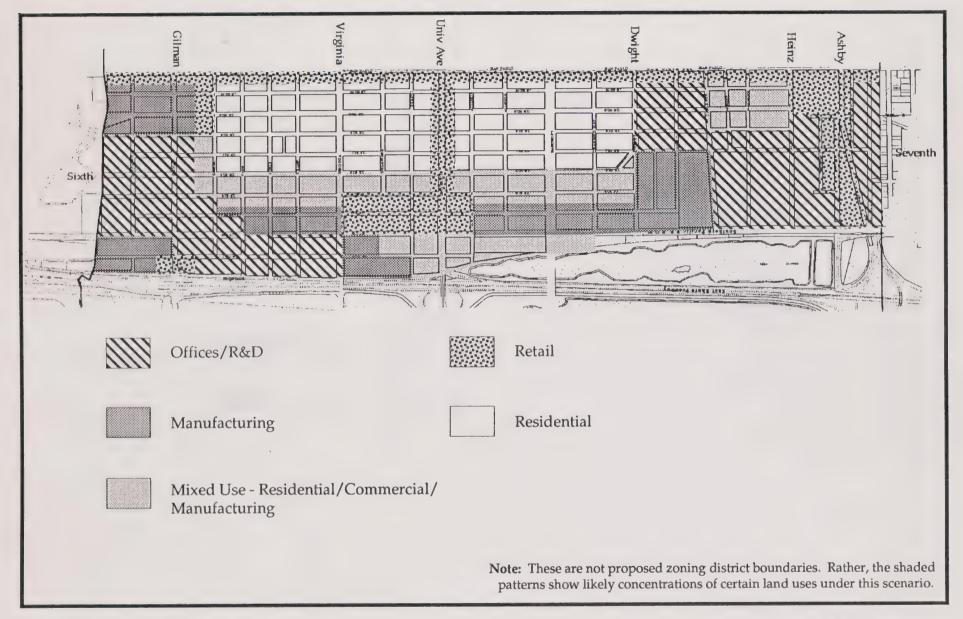
The map on the next page shows where new and changed uses would be likely to concentrate over the next fifteen years. As shown, there would be more well-defined areas for: office/research and development complexes, light manufacturing retention, retail, mixed residential/manufacturing, and residential areas. The charts on the page following the map show the amount of space (floor area) that would be constructed for each use under this scenario, and also the amount of existing space that would be changed to new uses. The second map, following these charts shows a number of concepts about how and where this new development might occur.

The following table shows the primary implications of the development projected under this scenario. These implications



Growth Implications



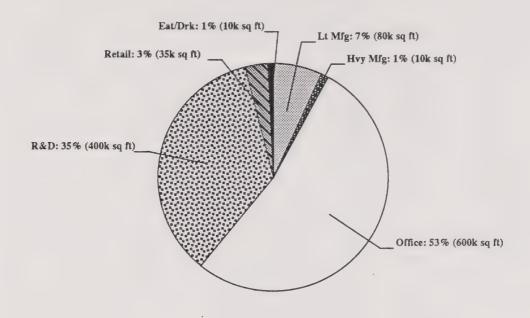




Scenario 2 - Composition of New Construction

This chart shows the composition of newly constructed floor area by major land use category.

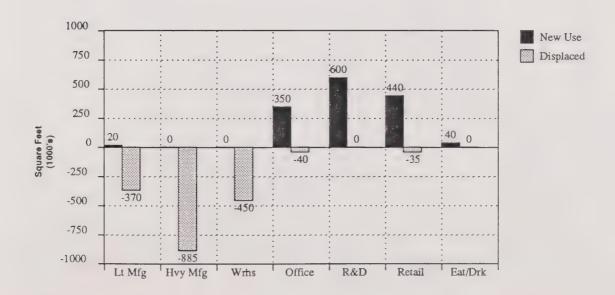
A total of 1,135,000 sq.ft. is built, an approximate increase of 14% over existing non-residential floor area in West Berkeley.

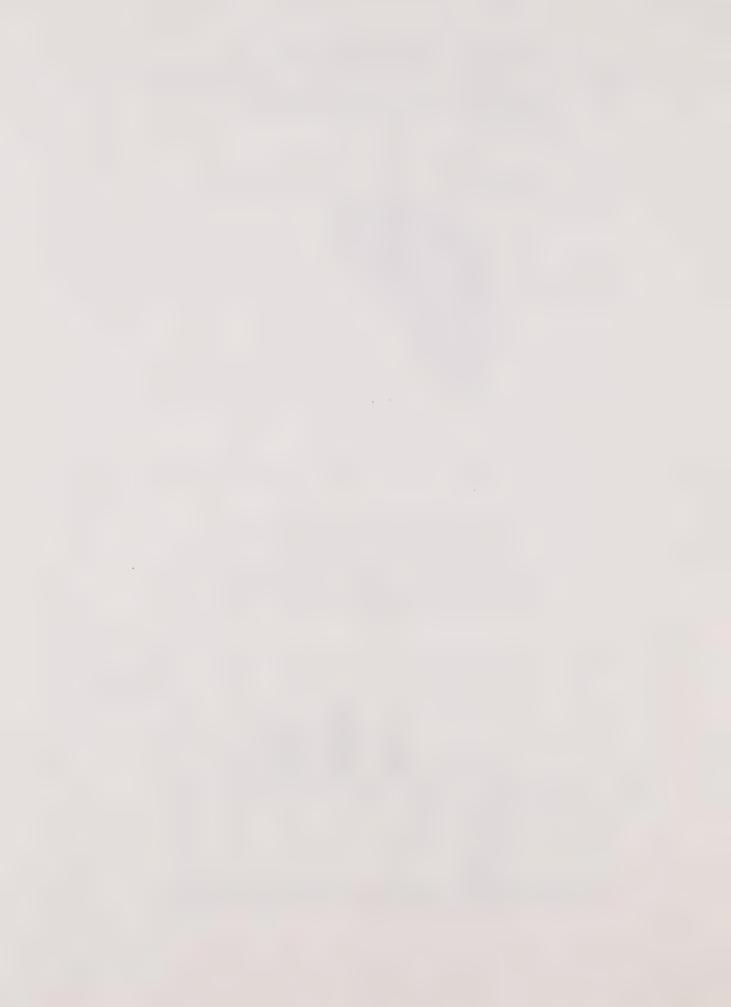


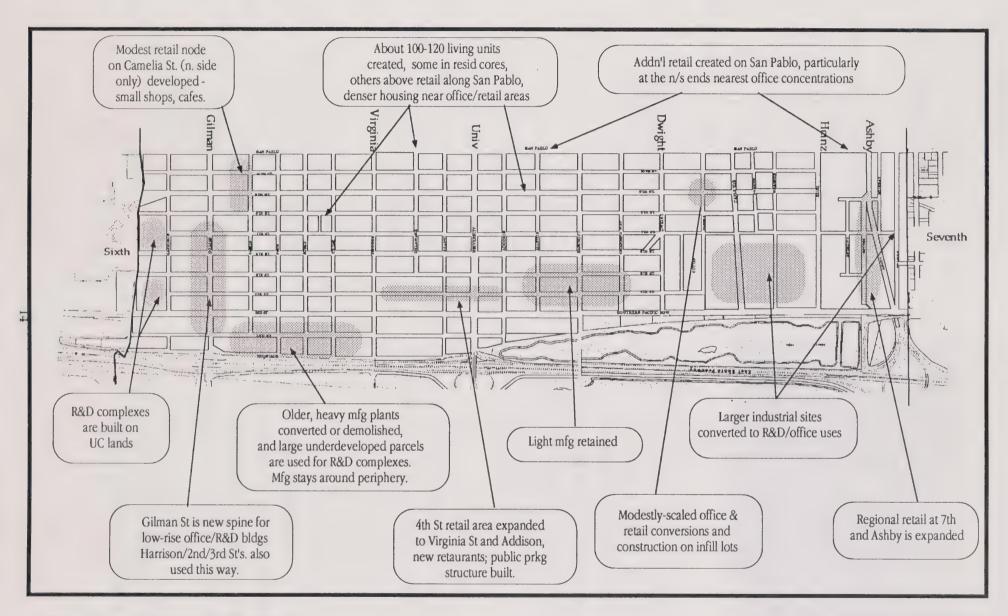
Scenario 2 - Changes in Existing Space

This chart shows how existing space is reused.

A total of 1,450,000 sq. ft. of existing floor area is changed to other uses, about 17% of the existing total non-residential floor area.









Scenario 3 - Retail Emphasis

This scenario would redirect development in West Berkeley to retailing. The existing Ashby Ave/7th St and 4th St. retail area would expand, while a new retail corridor would develop on Gilman St.—the other freeway access. Retail space of all types would expand some 700,000 square feet—approximately 70% above its 1986 level. There would be significant office and R & D development, but only some 1/3 of that in Scenario 2. Heavy industrial losses are almost as great as in Scenario 2, but light industrial losses are offset by new light industrial construction and changes of use into light industrial. Given the high level of displacement of existing uses, this scenario adds only 461,000 square feet, the smallest total of the three.

The impacts of this scenario generally fall between those of Scenarios 1 and 2. Employment growth of slightly over 3,000 new jobs exceeds that in Scenario 1, although a large portion of the gain occurs in low paid retail jobs. Parking requirements also fall between the two other scenarios, as do the housing and child care needs. However, the high level of retail activity generates the largest number of vehicle trips, and also the largest volume of taxes.

Most development in this scenario—for both retail and R&D—occurs through change of use of sites, rather than new construction. A number of major manufacturing sites would be redeveloped for retail. A large operation along Gilman Street is targeted for retail conversion. This could require a shared parking facility on the existing parking lot across the street. Other retail reuse are projected along Gilman, two buildings at 4th & Virginia, a large manufacturing site at 7th & Potter, and a distributor located near the railroad tracks. Smaller scale retail reuse is anticipated along Gilman St., Camelia St., between



First Source hires at a new retail establishment

University and Addison, and south of Ashby. New retail construction sites include the very western end of Gilman, along Eastshore and 2nd St., and an industrial plant near in the northern Industrial subarea. This scenario requires development of a number of new regionally oriented retailers, as has occured in Emeryville. The major R & D sites are industrial sites in the Southwest Industrial subarea, and the University property, which also would house office growth.

Manufacturing is to be the focus in two major areas from Carleton to Addison, and from University to Gilman, with other pockets along Harrison St. Careful consideration will have to be given to how to maintain these areas in the face of increasing land values in adjacent retail and office districts. The Southwest Mixed Use Area is not expected to undergo major changes—in this scenario the mixed residential/manufacturing area covers almost the entire area from Dwight to Heinz, from 7th to east of 10th. Again, development in the existing residential area is limited. The commercial corridors, especially San Pablo, would see some retail development, in some cases with housing above.

The map on the next page shows where new and changed uses would be likely to concentrate over the next fifteen years.

As shown, there would be expanded areas for retail, some new



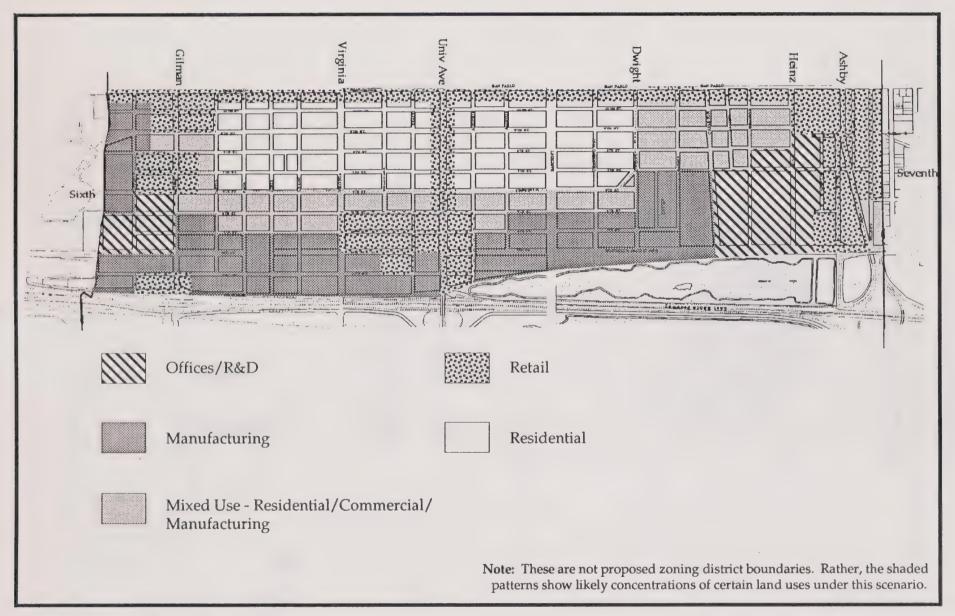
manufacturing areas, mixed residential/manufacturing, and residential areas. The charts on the page following the map show the amount of space (floor area) that would be constructed for each use under this scenario, and also the amount of existing space that would be changed to new uses. The second map, following these charts shows a number of concepts about how and where this new development might occur.

The following table shows the primary implications of the development projected under this scenario. These implications are discussed in more detail in the next section of this report.

Growth Implications

Total net gain in	
floor area:	461,000 sq. ft
Total net gain in	-
employment:	3,074 jobs
Total gain in revenues	
to the City:	\$37,960,000
Total daily vehicle	
trips added:	43,100 trips
New parking spaces	
demanded: .:	3,236 spaces
New housing units	
demanded:	220 units
New childcare slots	
demanded:	0 slots



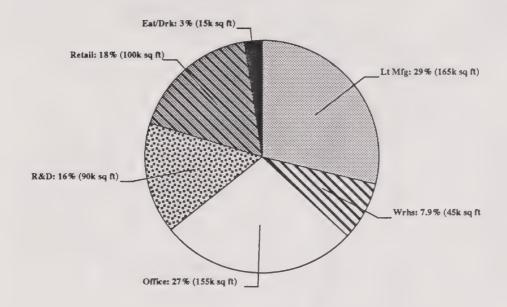




Scenario 3 - Composition of New Construction

This chart shows the composition of newly constructed floor area by major land use category.

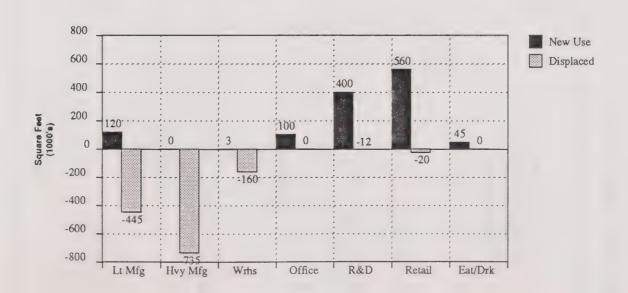
A total of 610,000 sq.ft. is built, an approximate increase of 7% over existing non-residential floor area in West Berkeley.

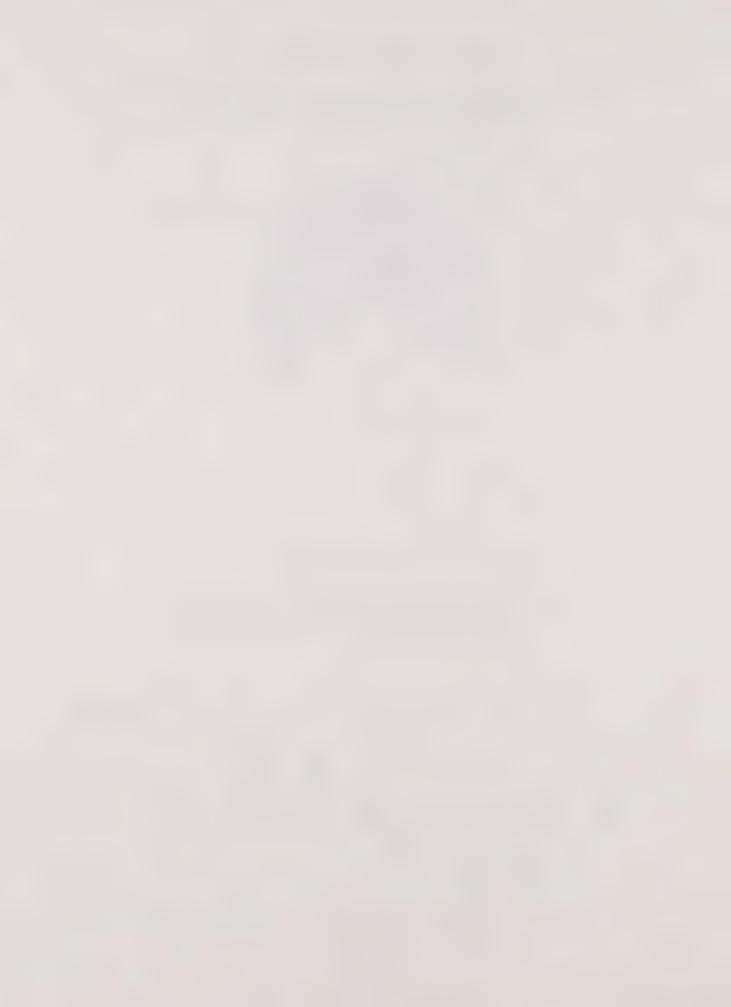


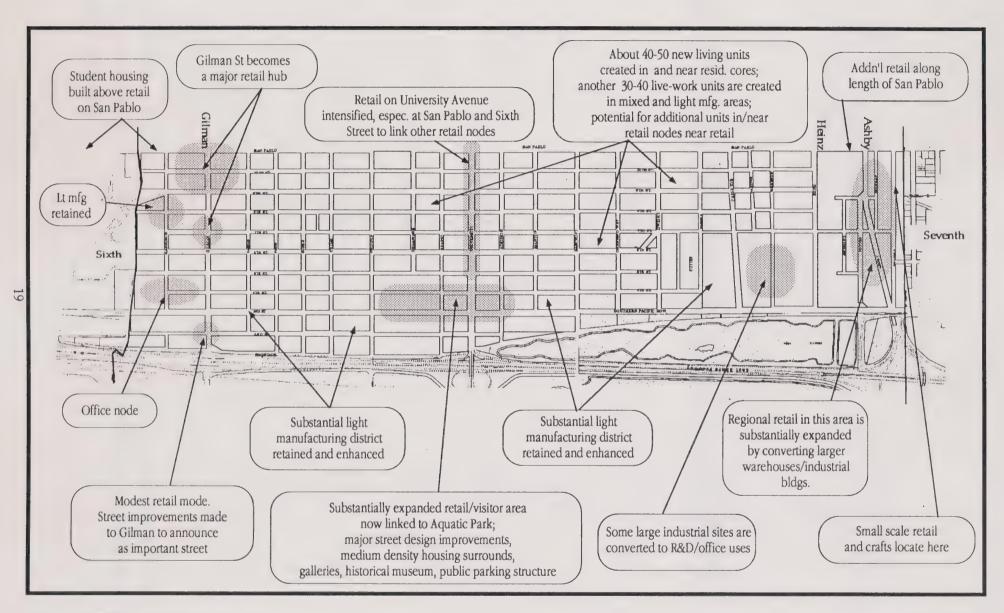
Scenario 3 - Changes in Existing Space

This chart shows how existing space is reused.

A total of 1,223,000 sq. ft. of existing floor area is changed to other uses, about 15% of the existing total non-residential floor area.









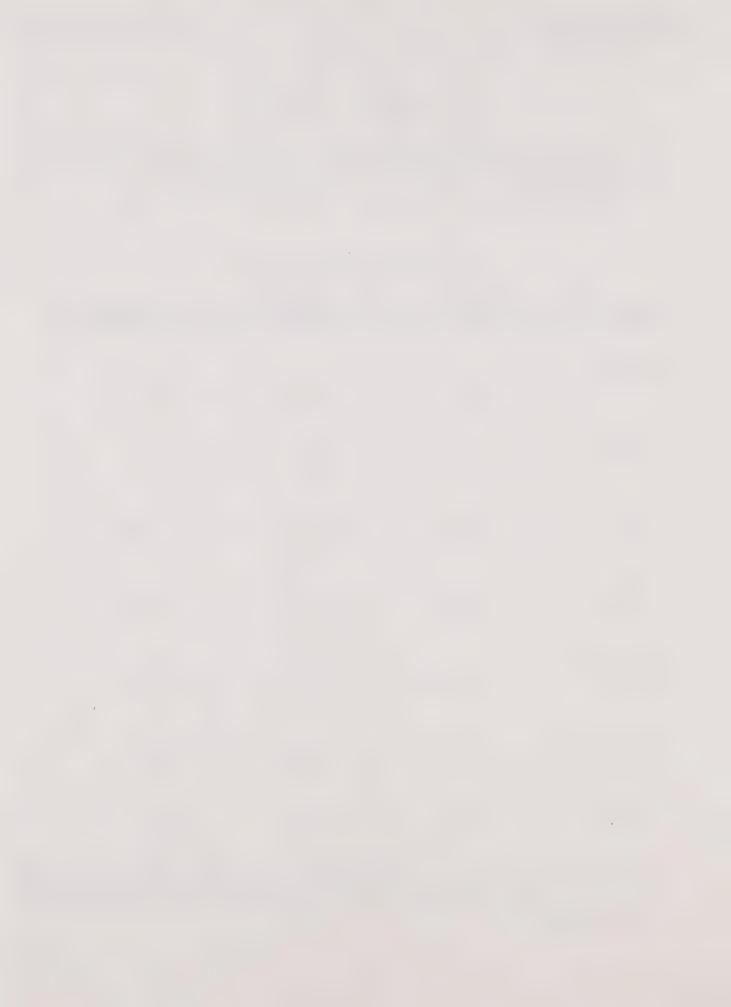
IV. Comparing the Three Scenarios

The following three sets of charts show how the three scenarios compare to one another in terms of critical indicators, such as total number of jobs, total public revenues, traffic generation, parking demand, housing demand and childcare demand. The first table is a summary table showing gross numbers; the second table breaks these figures down by land use category.

Growth Implications Summary

Indicator	Scenario One	Scearlo Two	Scenario Three
Total net gain in			
floor area:	890,000 sf	1,040,000 sf	461.000 sf
Total net gain in			
employment:	2,264 jobs	5,148 jobs	3,074 jobs
Total gain in revenues			
to the City	\$9,539,000	\$26,059,000	\$37,960,000
Total daily vehicle			
trips added:	14,700 trips	38,700 trips	43,100 trips
New parking spaces			
demanded:	2,063 spaces	4,727 spaces	3,236 spaces
New housing units			
demanded:	241 units	573 units	220 units
New childcare slots			
demanded:*	91 slots	200 slots	0 slots

Note on child care demand: 200 slots is estimated for Scenario 2 due to the large amount of expexted new and converted office space. No additional demand is expected in Scenario 3 because most of the space replaces existing businesses, which already account for this demand.



Growth Implications Tables

Scenario One - Manufacturing Emphasis

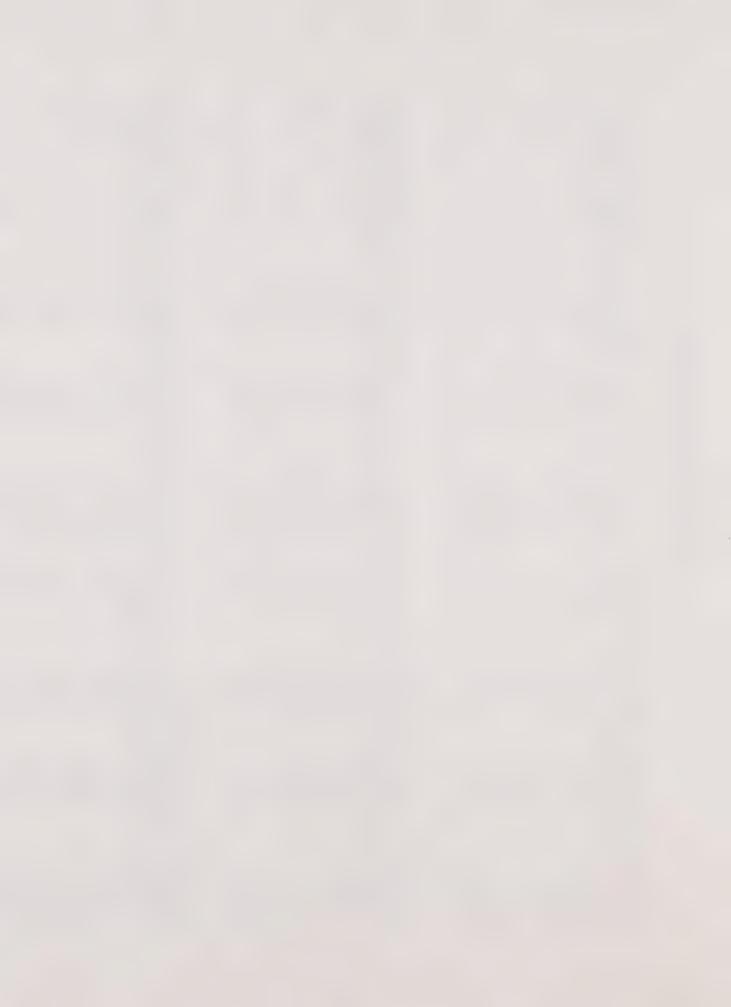
Land Use	the data of the Floo	r Area Changes	Employ	ment/Revenues	Tra	nsportation	Housing	Child Care
Category	Existing	Net Floor Area	Net Job	Net Revenue	Vehicle	Parking	Demand	Demand
	Sq Ft	Gain/Loss	Gain/Loss	Gain/Loss	Trips	Demand	Total #Units	Total Slots
Light Mfg	2,716,500	475,000	950	\$149,102	2,594	736	143	67
Hvy Mfg	1,151,860	175,000	233	\$54,932	676	278	35	25
Wrhs	2,430,000	-150,000	-150	(\$47,085)	-732	-75		-21
Office	606,400	90,000	327	\$16,976	1,107	251	27	13
R&D	204,000	120,000	240	\$146,160	655	209	36	17
Retail*	931,632	155,000	517	\$7,938,790	8,525	445		
Restaurant	181,700	25000	147	\$1,280,450	1,875	219		
TOTAL	8,222,092	890,000	2,264	\$9,539,326	14,699	2063	241	9 9

Scenario Two - Office/R&D Emphasis

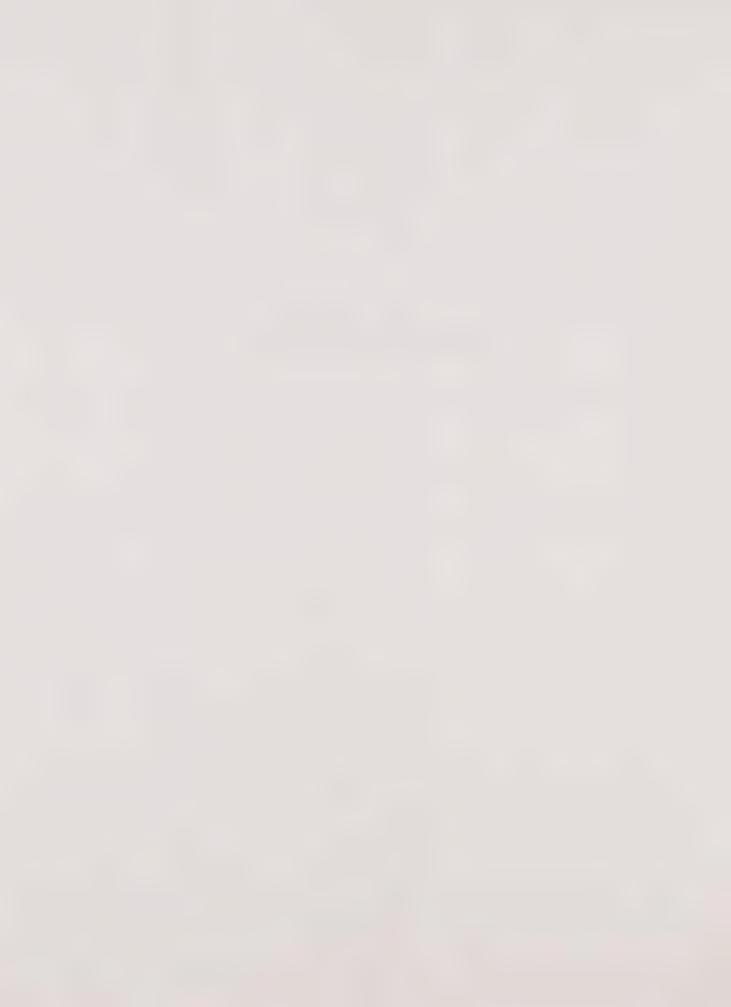
Land Use	Floor	Area Changes	Employ	ment/Revenues	Tran	sportation	Housing :	Child Care
Category	Existing	Net Floor Area	Net Job	Net Revenue	Vehicle	Parking	Demand	Demand
	Sq Ft ®	Gain/Loss	Gain/Loss	Gain/Loss	Trips	Demand	Total #Units	Total Slots
Light Mfg	2,716,500	-270,000	-540	(\$84,753)	-1,474	-567		-38
Hvy Mfg	1,151,860	-875,000	-1,167	(\$274,662)	-3,378	-893		-123
Wrhs	2,430,000	-215,000	-215	(\$67,488)	-1,049	-219		-30
Office	606,400	910,000	3,309	\$171,650	11,193	2366	273	127
R&D	204,000	1,000,000	2,000	\$1,218,000	5,460	2100	300	140
Retail*	931,632	440,000	1,467	\$22,535,920	24,200	1320		
Restaurant	181,700	50000	294	\$2,560,900	3,750	620		
TOTAL	8,222,092	1,040,000	5,148	\$26,059,566	38,702	4727	573	200*

Scenario Three - Retail Emphasis

Land Use	Floor	Area Changes	Employ	ment/Revenues	Trans	portation	Housing	Child Care
Category	Existing	Net Floor Area	Net Job	Net Revenue	Vehicle	Parking	Demand	Demand
	Sq Ft	Gain/Loss	Gain/Loss	Gain/Loss	Trips	Demand	Total #Units	Total Slots
Light Mfg	2,716,500	-160,000	-320	(\$50,224)	-874	-336		-22
Hvy Mfg	1,151,860	-735,000	-980	(\$230,716)	-2,837	-750 .		-103
Wrhs	2,430,000	-112,000	-112	(\$35,157)	-547	-114		-16
Office	606,400	255,000	927	\$48,100	3,137	663	77	36
R&D	204,000	478,000	956	\$582,204	2,610	1004	143	67
Retail*	931,632	675,000	2,250	\$34,572,150	37,125	2025		
Restaurant	181,700	60,000	353	\$3,073,080	4,500	744		
TOTAL	8,222,092	461,000	3,074	\$37,959,437	43,114	3236	220	0







Appendix A: Growth Projections Summary Tables

Scenario 1 - Manufacturing & Crafts Emphasis

		Existing	Develo	pment	
Lane	d Use	Land Area		Bldg Area	
	Office	751,800	5%	606,400	7%
	Retail	1,065,200	7%	649,100	8%
Au	to-retail	561,000	4%	282,532	3%
R	&D/Labs	329,000	2%	204,000	2%
Light	Industry	4,402,000	31%	2,716,500	33%
Heavy	Industry	2,222,400	15%	1,151,860	14%
W	rhs/Dist	3,746,400	26%	2,430,000	30%
Res	staruants	394,100	3%	181,700	2%
	Parking	266,000	2%		0%
	Vacant	691,500	5%		0%
		14,429,400	100%	8,222,092	100%

			Projected	Devel	opment				
and Use No	ew Construc	tion	Change of Use	[Displaced	Н	et New/Lost		New Total
Office	60,000	7%	40,000	9%	10,000	2%	90,000	10%	696,400
Retail	100,000	11%	40,000	9%	5,000	1%	135,000	15%	784,100
Auto-retail	20,000	2%	15,000	3%	15,000	3%	20,000	2%	302,532
R&D/Labs	80,000	9%	40,000	9%	0	0%	120,000	13%	324,000
Light Industry	300,000	34%	200,000	47%	25,000	6%	475,000	53%	3,191,500
Heavy Industry	250,000	28%	50,000	12%	125,000	29%	175,000	20%	1,326,860
Wrhs/Dist	75,000	8%	25,000	6%	250,000	58%	-150,000	-17%	2,280,000
Restaruants	5,000	1%	20,000	5%	0	0%	25,000	3%	206,700
Parking		0%		0%		0%		0%	
Vacant		0%		0%		0%		0%	
	890,000	100%	430,000	100%	430,000	100%	890,000	100%	9,112,092

Scenario 2 - Office/Labs Emphasis

	Existing	Develo	pment	
Land Use	Land Area			
Office	751,800	5%	606,400	7%
Retail	1,065,200	7%	. 649,100	8%
Auto-retail	561,000	4%	282,532	3%
R&D/Labs	329,000	2%	204,000	2%
Light Industry	4,402,000	31%	2,716,500	33%
Heavy Industry	2,222,400	15%	1,151,860	14%
Wrhs/Dist	3,746,400	26%	2,430,000	30%
Restaruants	394,100	3%	181,700	2%
Parking	266,000	2%		0%
Vacant	691,500	5%		0%
	14,429,400	100%	8,222,092	100%

			Projected	Deve	lopment				
nd Use 1	iew Constru	ction	Change of Use		Displaced	N	et New\Lost	ł	New Total
Office	600,000	53%	350,000	24%	40,000	2%	910,000	102%	1,516,400
Retail	15,000	1 %	425,000	29%	5,000	0%	435,000	49%	1,084,100
Auto-retail	20,000	2%	15,000	1 %	30,000	2%	5,000	1%	287,532
R&D/Labs	400,000	35%	600,000	41%	0	0%	1,000,000	112%	1,204,000
Light Industry	80,000	7%	20,000	1 %	370,000	21%	-270,000	-30%	2,446,500
Heavy Industry	10,000	1 %	0	0%	885,000	50%	-875,000	-98%	276,860
Wrhs/Dist	0	0%	0	0%	450,000	25%	-450,000	-51%	1,980,000
Restaruants	10,000	1%	40,000	3%	0	0%	50,000	6%	231,700
Parking		0%		0%	0	0%		0%	
Vacant		0%		0%		0%		0%	
	1,135,000	100%	1,450,000	100%	1,780,000	100%	805,000	90%	9,027,092

Scenario 3 - Regional/Specialty Retail Emphasis

Land Use		Existing	Develo	pment	
		Land Area			
	Office	751,800	5%	606,400	7%
	Retail	1,065,200	7%	649,100	8%
Au	to-retall	561,000	4%	282,532	3%
Я	&D/Labs	329,000	2%	204,000	2%
Light	Industry	4,402,000	31%	2,716,500	33%
Heavy	Industry	2,222,400	15%	1,151,860	14%
W	rhs/Dist	3,746,400	26%	2,430,000	30%
Res	staruants	394,100	3%	181,700	2%
	Parking	266,000	2%		0%
	Vacant	691,500	5%		0%
		14,429,400	100%	8.222.092	100%

and Use	New	Construc	ction	Projected Change of Use		lopment Displaced	M	et New\Lost	,	New Total
	11011	001141141	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	Onlinge of Osc		Displaced	• • • • • • • • • • • • • • • • • • • •	ot Mowicoot		10121
Office		155,000	25%	100,000	8%	0	0%	255,000	29%	861,400
Retail		100000	16%	550,000	45%	5,000	0%	645,000	72%	1,294,100
Auto-retail		40,000	7%	5,000	0%	15,000	1 %	30,000	3%	312,532
R&D/Labs		90,000	15%	400,000	33%	12,000	1 %	478,000	54%	682,000
Light Industry		165,000	27%	120,000	10%	445,000	32%	-160,000	-18%	2,556,500
Heavy Industry		0	0%	0	0%	735,000	54%	-735,000	-83%	416,860
Wrhs/Dist		45,000	7%	3,000	0%	160,000	12%	-112,000	-13%	2,318,000
Restaruants		15,000	2%	45,000	4%	D	0%	60,000	7%	241,700
Parking			0%		0%		0%		0%	
Vacant			0%		0%		0%		0%	
	6	10,000	100%	1,223,000	100%	1,372,000	100%	461,000	52%	8,683,092



APPENDIX B JOB DEMAND PROJECTIONS FOR BERKELEY 1990 - 2005

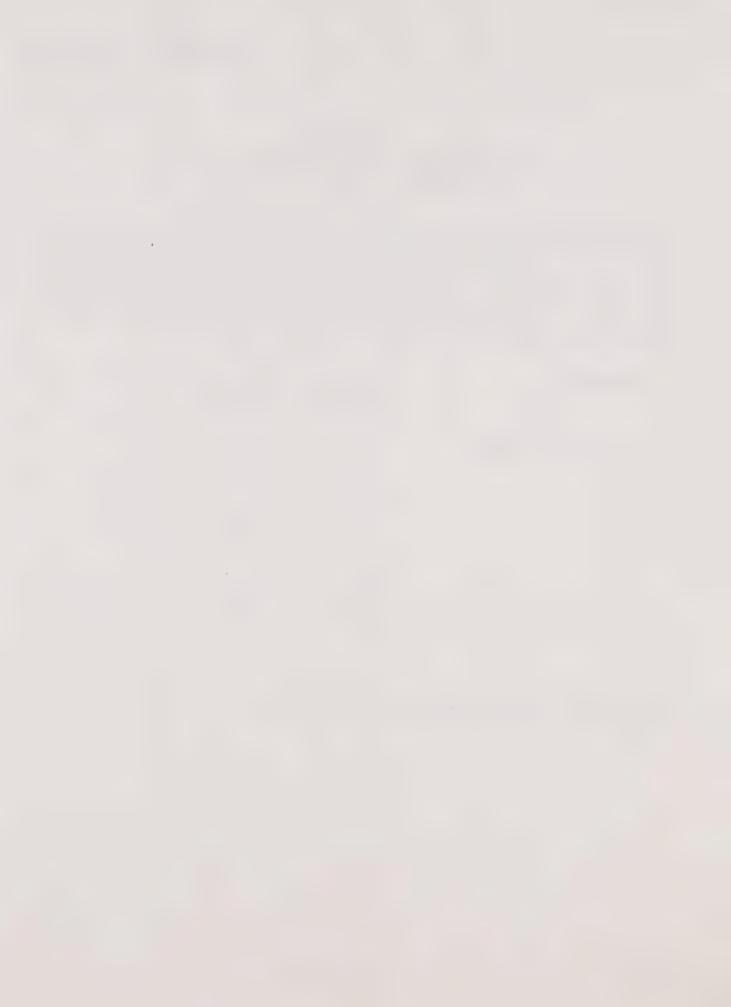
By the Association of Bay Area Governments (ABAG)*

The table below shows the growth in employment projected for Berkeley by ABAG, a regional planning agency. Because the period of time corresponds approximately the time horizon of the West Berkeley Plan, and because most of the job gorwth in Berkeley is expected to occur in West Berkeley, these figures serves as a rough check against the projections contained in the growth scenarios. The ABAG numbers derive from regional economic growth projections and are then allocated to cities and counties based on land availbility and other factors. By constrast, the numbers in the growth scenarios were developed by looking parcel by parcel at likely development potential given current economic trends.

Industry Sector	Net Change in the	1990 - 2005		
Manufacturing & Wholesale	-190	680		
Retail	1,220	2,440		
Service	-270	4,600		
Other**	480	-350		
Total Increase in Jobs in Berkeley	1,240	7,370		

^{*}Source: Projections 90, Forecasts for the San Francisco Bay Area to the Year 2005.

^{**}Includes Government, construction and finance.



APPENDIX C SUBREGIONAL JOB DEMAND PROJECTIONS

By the Association of Bay Area Governments (ABAG)*

The tables below are similar to that in the preceding Appendix, except that they show the expected job growth for the near East Bay subregion. Included in the subregion are the cities of Berkeley, Albany, El Cerrito, Richmond, Emeryville, Oakland, Piedmont and Alameda. The first table shows total jobs, the second table shows those jobs in the manufacturing/wholesaling sector only.

Year	1980 1990		2005	GROWTH (1990-2005) Number %	
Alameda County Cities**	291,290	312,580	358,930	46,350	14.8
Contra Costa Cities***	38,619	47,200	59,370	12,170	25.8
TOTAL	329,619	359,780	418,300	58,520	16.2%

MANUFACTURING/WHOLESALING SECTOR****

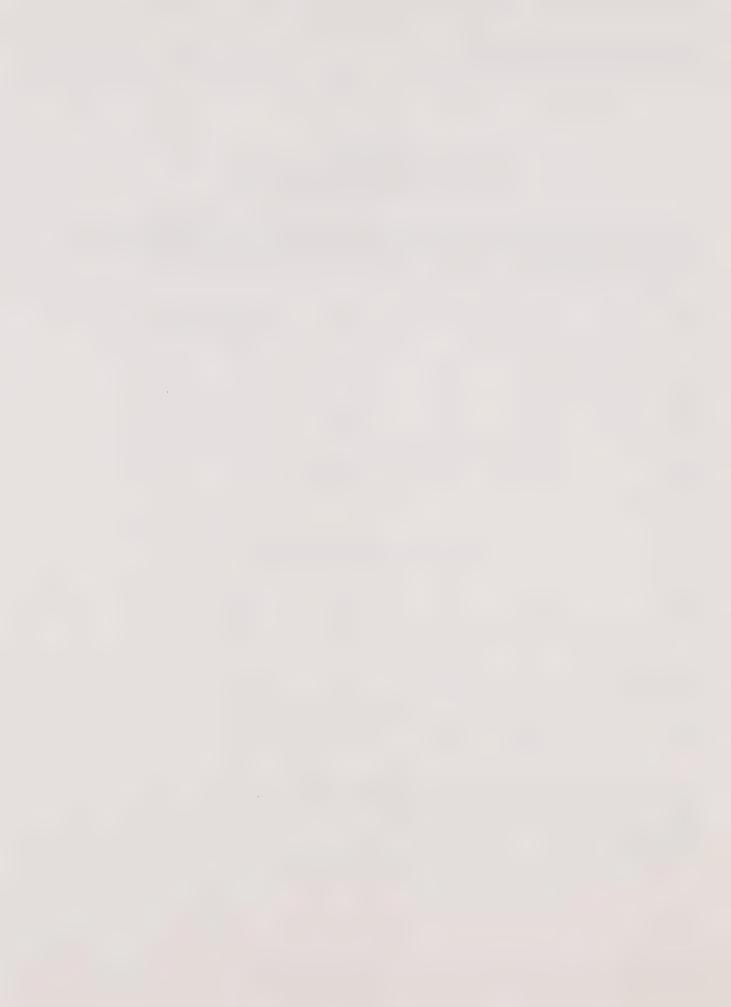
Year	1980	1985	1990	2005
Alameda County Cities**	56,738	51,000	50,070	53,720
Contra Costa Cities***	8,753	8,000	8,540	10,100
TOTAL	65,491	59,600	58,610	63,820

^{*}Source: Projections 90, Forecasts for the San Francisco Bay Area to the Year 2005.

^{**}Albany, Berkeley, Emeryville, Oakland, Alameda, Piedmont

^{***}El Cerrito, Richmond

^{****}Manufacturing/Wholesaling accounts for 16.5% of all jobs in the subregion in 1990.



APPENDIX D SUMMARY OF OED BUSINESS OUTREACH EFFORT

Introduction

The City Office of Economic Development (OED) and the Chamber of Commerce cosponsored a Business Retention and Expansion Program to promote retention and expansion of existing Berkeley companies as a top economic development priority. This program began in November 1988 by conducting in-depth interviews with business leaders about company plans, employment trends, company attitudes about doing business in Berkeley, and company needs and concerns including need for space or financing, hiring needs, and concerns about City policy and services.

The City visited 69 West Berkeley firms, primarily firms with ten or more employees. These companies represent 46 % of West Berkeley employment. Most of these companies (55 firms) were manufacturing or wholesale trade companies becausethese were firms targeted for retention by OED. Also these kinds of companies had not been well represented in the Area Plan process. Fourteen (14) companies were retail or service firms, included at the first stage of business outreach at the request of the City Planning Department to collect information for the W.B. Area Plan. In addition, the outreach effort included three (3) firms outside of the West Berkeley Planning Area, including one firm recently relocating into West Berkeley.

This summary outlines some of the information gathered in confidential interviews with owners or top management of local businesses as part of the Busines Outreach effort. A fuller report is available from the Office of Economic Development.

Berkeley Outreach Companies

Berkeley companies produce a variety of goods and services. Many are prominent in their industries. Berkeley company products are widely recognized for their excellent quality and innovation. Berkeley is known nationally for example, for its food industry, for high technology products, and for the backpacking equipment industry which for the most part began here. Over one third of companies surveyed are owned by people who live in Berkeley now or who have lived here most of their lives.

More than half of the companies have come to Berkeley since 1970. Nearly half have been at their current location less than ten years, which indicates substantial movement within the city, often to obtain larger spaces as the businesses grow.

Companies are Expanding

The outreach effort indicates that most West Berkeley companies interviewed are healthy and many are expanding. Nearly half of survey companies increased employment in the last three years. Also, about half (52%) anticipate expanding in Berkeley in the near term. Another 6% may expand, and a further 8% plan to modernize facilities and/or equipment.



There are Entry Level Employment Opportunities, particularly in Manufacturing and Trade Firms

Expanding and stable West Berkeley companies can provide valuable job opportunities for Berkeley residents. If we look at major sectors, differences exist in pay for entry level positions and minimum skills needed for jobs. Many manufacturing and trade companies, the central focus of the outreach study, provide well paid entry level jobs in West Berkeley for people with less than a college education. Such jobs are potentially a key avenue of opportunity many for residents, and could help the city maintain ethnic and economic diversity.

Many companies expressed an interest in increasing local hiring. Since the outreach effort began, one third of the companies surveyed have contacted the City's First Source Employment Program for job applicants. Excluding biotechnology and computer software companies, the First Source Program has placed people in over half of the jobs they received from outreach manufacturing/trade companies. In the last five months, nearly two thirds of First Source placements have been in warehouse positions. According to survey results, most companies hired a substantial share of their workers without experience, work habits were far more important than industry specific experience as skills needed for the job. The pay was higher for manufacturing and trade jobs than for service and retail jobs among outreach companies. This is consistent with County and Federal statistics.

For the most part, manufacturing and trade companies hire entry level people with basic english and math skills, and promote from within after on the job training. Minimum skills are needed for entry level retail jobs such as bus person and retail parts department workers in auto repair firms, cashier jobs often required greater skill or experience, such as ten key, cashier or sales experience.

Service companies included a wide variety of occupations and occupational characteristics. Analysis and outreach focused on business services firms because this is the largest service sector in West Berkeley (approximately 1000 jobs in 1988) and is one of the fastest growing services sectors. Many business services firms surveyed in West Berkeley do not provide entry level jobs for less educated workers. Often jobs require a college education or clerical skills. In four of the five business services firms interviewed, upward mobility for entry workers was unlikely because of education requirements for higher level positions. National wage and state occupational information corroborate these findings.

Many Companies Need Space to Expand and are Often Unable to Find It

Space is a key issue facing many firms. In our built up city, companies must compete for scarce land and buildings. In West Berkeley, demand for larger spaces competes with market pressures to subdivide space, and imcompatibilities in land use further limit the number of sites available. Approximately half of companies surveyed do not have enough room now or lack room to expand. Sixteen companies do not have enough room for current operations. Of 37 companies planning to expand, nearly half do not have enough space for future needs.

Over half of manufacturing and trade companies interviewed are seeking space or plan to seek additional or alternative space (38 companies). Of these, some plan to expand on-site but about two-thirds (24 companies) seek new or different space.



Profile of Applicants at the Berkeley EDD Office

						1986 thru 30, 1987	July 1, 1985 thru June 30, 1986		1982	
Total Applicants										
and Renewals:	100%	3,651	100%	3,140	100%	3,359	100%	6,890	100%	12,145
Age:										
<16	2%	85	4%	129	3%	114	4%	270	0%	10
16-19	10%	373	13%	422	12%	387	8%	580	4%	520
20-21	4%	141	4%	125	5%	165	6%	410	6%	755
22-39	56%	"2,047 "	54%	"1,699 "	58%	1,955"	60%	"4,120 "	70%	"8,480 "
40-54	22%	799	19%	601	17%	584	18%	"1,245 "	15%	"1,775 "
>54	5%	188	5%	159	4%	148	4%	260	5%	605
Sex:										
Male	65%	"2,363 "	65%	"2,042 "	64%	"2,136 "	63%	"4,340 "	53%	"6,440 "
Female	35%	"1,287 "	35%	"1,098 "	36%	"1,222 "	37%	"2,545 "	47%	"5,705 "
Highest School Grade:										
0-7	1%	25	1%	29	1%	42	1%	100		
8-11	14%	508	20%	631	17%	584	14%	975	Informa	tion Not
12	43%	"1,565 "	31%	959	32%	"1.076 "	33%	"2,275 "	Avail	
>12	42%	"1,546 "	48%	"1,502 "	48%	"1,628 "	51%	"3,505 "	Avan	auic
Race/Ethnicity:										
White	37%	"1,337 "	30%	933	28%	954	27%	"1,850 "	47%	"5,710 "
Black	51%	"1,849 "	54%	"1,691 "	46%	"1,554 "	37%	"2,530 "	39%	"4,705 "
Hispanic	5%	185	7%	220	8%	252	4%	305	6%	765
Am. Indian & Alaska Native	0%	7	0%	8	0%	7	0%	0	0%	60
Asian & Pacific Islander	7%	252	8%	251	6%	191	5%	335	6%	700
Information not available	1%	20	1%	34	11%	370	27%	"1,845 "	2%	205
Occupational Category:										
" Professional, Technical"										
& Managerial	18%	645	13%	409	14%	465	19%	"1,290 "	22%	"2,710 "
Clerical	25%	928	27%	833	24%	806	21%	"1,450 "	20%	"2,430 "
Sales	4%	146	4%	127	5%	169	4%	265	4%	445
Domestic Service	2%	63	4%	112	4%	146	1%	100	1%	150
Other Service	18%	652	17%	522	18%	590	16%	"1,095 "	14%	"1,645 "
" Agriculture, Fishery"					20,0	270	10,0	1,075	1170	1,015
& Forestry	2%	70	2%	65	2%	68	1%	85	1%	115
Processing	1%	36	1%	47	2%	77	1%	80	3%	345
Machine Trades	3%	125	4%	119	4%	140	4%	280	4%	510
Benchwork	1%	52	2%	55	2%	71	2%	145	2%	215
Structural work	10%	375	10%	317	9%	318	8%	555	7%	835
Motor Freight/Transportation		138	4%	122	3%	109	3%	205	7 70	055
Packaging & Materials Hndlg.		275	7%	211	6%	207	6%	430	7%	885
Misc. Occupations	1%	23	0%	15	1%	24	1%	60	1 70	000
No Classification	4%	133	6%	186	5%	169	12%	850	15%	"1,860 "

source: California Employment Development Department ENDS output reports. "prepared by: City of Berkeley Office of Economic Development, 8/89"

